



Managing Reputational Risk: Curbing Threats, Leveraging Opportunities

Jenny Rayner

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Managing Reputational Risk shows how any organisation can apply simple risk management principles to build stakeholder confidence and safeguard and enhance reputation. It positions reputation and its associated threats and opportunities where they rightfully belong: in the domain of the board room, at the heart of good corporate governance, leading-edge strategy development, effective risk management, corporate responsibility, comprehensive assurance and transparent communications.

- Illustrates, through numerous examples of good - and not so good - business practice, the importance of respecting and nurturing reputation as a critical intangible asset.
- Demonstrates how mastery of reputation risks can enable an organisation to be seen as responsible and responsive, as well as equipping it to meet the challenges that lie ahead.

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