



# **The Vulnerability of Corporate Reputation: Leadership for Sustainable Long-Term Value**

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# The Vulnerability of Corporate Reputation: Leadership for Sustainable Long-Term Value

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## **The Vulnerability of Corporate Reputation: Leadership for Sustainable Long-Term Value** Verhezen

The Vulnerability of Corporate Reputation explores the role that reputation plays in the success and failures of companies. This book focuses on the traditional topic of reputation risk management, the process of reputation, reputational excellence and examines leaders whose reputation and foresight could benefit the organization they steer.



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