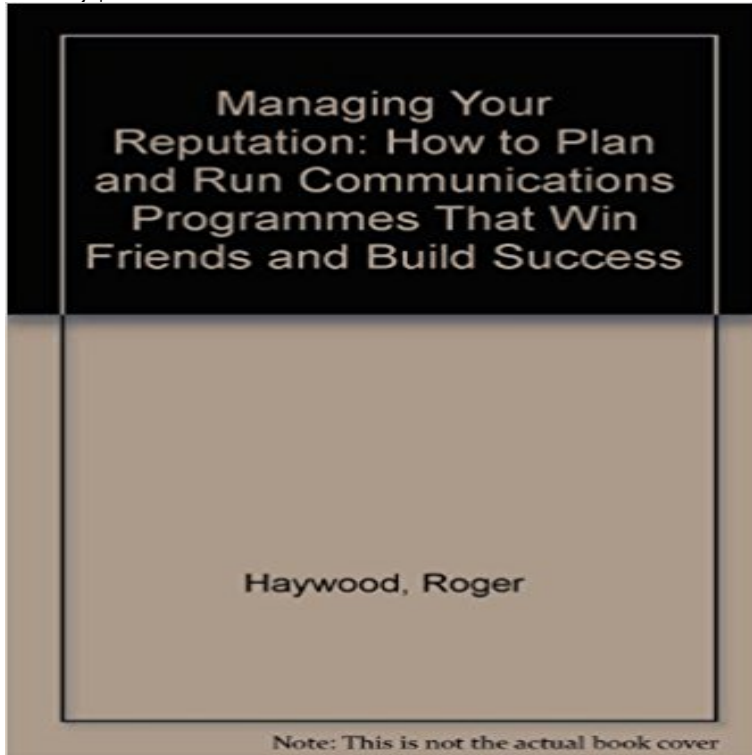


# Managing Your Reputation: How to Plan and Run Communications Programmes That Win Friends and Build Success



More than ever before, an organizations image and the image of its key decision-makers plays a major role in the success of that organization. The Co-operative Banks recent advertising campaign which communicated its ethical stance on not investing in environmentally or morally unsound projects is one example of this heightened image awareness. Roger Haywoods book shows that business and business relationships are all about the light communication and this should not be left to chance. Public relations should be managed in the same way as any other valuable asset - with objectives, strategy, planning., control and appraisal of performance. This initiative needs to be lead from the top and this book is aimed at making chief and senior executives use the potential of their reputation to release business success. Includes interviews with chief executives and senior business people such as Lord Hanson, Sir Adrian Cadbury, Sir Denys Henderson (chairman, ICI). Explains the strategic aspects of public relations- what it can and cannot do, how it relates to marketing and advertising.

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