



Revealing the Corporation: Perspectives on Identity, Image, Reputation, Corporate Branding and Corporate Level Marketing

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An international and multidisciplinary collection, edited by pioneers in the field, this work captures the quintessence of the corporation and its many inner and outer manifestations, presenting readers with a new approach to the subject area.

Fully revised and updated with the original contributions contextualized by the editors' analyses and commentary to draw them together into a coherent whole, this anthology affords readers a new way of comprehending organizations.

This new edition features

- a new introductory section to branding and public relations, contextualizing the rest of the volume
- new case vignettes for each section with enhanced pedagogy to enable reader reflection on the themes examined
- new readings and an updated Harvard style case study
- revised and updated commentary and analysis from the editors.

Filled with illuminating articles that stem from the 1950s to the present day, highlighting both practitioner and scholarly perspectives on the subject, this reader is an essential text for all students of marketing, reputation, business and corporate strategy, public relations, communications and branding.

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