

[Ciclo de Conferencias

**GREEN JOBS:
LA SOSTENIBILIDAD
COMO MOTOR DE EMPLEO**



Managing corporate reputation as a strategic asset

SPEAKER

Rupert Younger

Rupert Younger is the Director of the Oxford University Centre for Corporate Reputation. He has 20 years experience in the financial communications industry and was a co-founder of Finsbury, the financial communications group with offices in London, New York and Brussels where he remains on the Board as a consulting partner. He is the founder and owner of presentplanner.co.uk, an online gift service; a member of the Royal Company of Archers; a member of the Winchester College Society Council; and a Trustee of the Theatre Royal Winchester.

ABSTRACT

Corporate reputations are under intense scrutiny. Polls of CEO's and Board members regularly cite reputation as a key priority, and reputation risk is starting to feature regularly on corporate risk registers. Media usage of the term reputation, magazine reputation rankings, and brand awareness surveys add external pressure on corporations to better understand and manage their reputations.

What is the difference between reputation and brand? Can corporations market their way to a good reputation? What structures exist within corporations to manage reputation? Rupert will examine the increasing focus on corporate reputation, outline some definitions that help explain what reputation consists of, and identify some of the ways in which corporations are adapting their governance and behaviour to better manage this important strategic asset.

Moderated by Alberto Corsín, EOI Digital Culture Dean.

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SALÓN DE ACTOS DE EOI Madrid

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