

# Corporate Diplomacy Reputations Relationships Stakeholders

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public relations and corporate communication building trust and managing reputation explores how organizations create maintain and protect their public image in a rapidly changing media landscape the book examines key principles of strategic communication stakeholder engagement and crisis management showing how trust is built through transparency consistency and ethical practice explains the role of public relations in building trust covers corporate communication strategies discusses reputation management and credibility highlights stakeholder and media relations addresses crisis communication and ethical practices

why do states still need diplomats despite instantaneous electronic communication and rapid global travel the importance of ambassadors and embassies has in many ways grown since the middle of the nineteenth century however in theories of international relations diplomats are often neglected in favor of states or leaders or they are dismissed as old fashioned david lindsey develops a new theory of diplomacy that illuminates why states find ambassadors indispensable to effective intergovernmental interaction he argues that the primary diplomatic challenge countries face is not simply communication it is credibility diplomats can often communicate credibly with their host countries even when their superiors cannot because diplomats spend time building the trust that is vital to cooperation using a combination of history game theory and statistical analysis lindsey explores the logic of delegating authority to diplomats he argues that countries tend to appoint diplomats who are sympathetic to their host countries and share common interests with them ideal diplomats hold political preferences that fall in between those of their home country and their host country and they are capable of balancing both sets of interests without embracing either point of view fully delegated diplomacy is based on a comprehensive dataset of more than 1 300 diplomatic biographies drawn from declassified intelligence records as well as detailed case studies of the u s ambassadors to the united

kingdom and germany before and during world war i it provides a rich and insightful account of the theory and practice of diplomacy in international relations

country image and related constructs such as country reputation brand and identity have been subjects of debate in fields such as marketing psychology sociology communication and political science this volume provides an overview of current scholarship places related research interests across disciplines in a common context and illustrates connections among the constructs discussing how different scholarly perspectives can be applied to answer a broad range of related research questions this volume aims to contribute to the emergence of a more theoretical open and interdisciplinary study of country image reputation brand and identity

managers of multinational organizations are struggling to win the strategic competition for the hearts and minds of external stakeholders these stakeholders differ fundamentally in their worldview their understanding of the market economy and their aspirations and fears for the future their collective opinions of managers and corporations will shape the competitive landscape of the global economy and have serious consequences for businesses that fail to meet their expectations this important new book argues that the strategic management of relationships with external stakeholders what the author calls corporate diplomacy is not just canny pr but creates real and lasting business value using a mix of colourful examples practically relevant tools and considered perspectives the book hones in on a fundamental challenge that managers of multinational corporations face as they strive to compete in the 21st century as falling communication costs shrink the distance between external stakeholders and shareholder value is increasingly created and protected through a strategic integration of the external stakeholder facing functions

these include government affairs stakeholder relations sustainability enterprise risk management community relations and corporate communications through such integration the place where business politics and society intersect need not be a source of nasty surprises or unexpected expenses most of the firms profiled in the book are now at the frontier of corporate diplomacy but they didn't start there many of them were motivated by past failings they fell into conflicts with critical stakeholders politicians communities ngo staffers or activists and they suffered they experienced delays or disruptions to their operations higher costs angry customers or thwarted attempts at expansion eventually the managers of these companies developed smarter strategies for stakeholder engagement they became corporate diplomats the book draws on their experiences to take the reader to the forefront of stakeholder engagement and to highlight the six elements of corporate diplomacy

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