The Expressive Organization

Linking Identity, Reputation, and the Corporate Brand

Edited by MAJKEN SCHULTZ, MARY JO HATCH, and MOGENS HOLTEN LARSEN

Expressive Organization Linking Identity Reputation And The Corporate Brand

Paul Bate,Peter Mendel,Glenn Robert

Expressive Organization Linking Identity Reputation And The Corporate Brand:

The Expressive Organization Majken Schultz,Mary Jo Hatch,Mogens Holten Larsen,2000 This book challenges current beliefs about organizational identity reputation and branding It contains a wealth of new ideas for finding the elusive answers to questions troubling contemporary organizations How does an organization create a strong reputation What are the implications of corporate branding on organizational structures and processes How do organizations discover their identities These are some of the vexing problems addressed in this book by a diverse international team of contributors According to the authors the future lies with the expressive organization Such organizations not only understand their distinct identity and their brands but are also able to express these externally and internally In order to thrive in an era of transparency and customer choice the authors argue organizations will have to be expressive **The Expressive Organization : Linking Identity, Reputation, and the Corporate Brand** Majken Schultz,Mary Jo Hatch,Mogens Holten Larsen,2000-08-17 This book challenges current beliefs about organizational identity reputation and branding It contains a wealth of new ideas for finding the elusive answers to questions troubling contemporary organizations How does an organization create a strong reputation What are the implications of corporate branding on organizational structures and processes How do organizations discover their identities These are some of the vexing problems addressed in this book by a diverse international team of contributors According to the authors the future lies with the expressive organization Such organizations not only understand their distinct identity and their brands but are also able to express these externally and internally In order to thrive in an era of transparency and customer choice the authors argue organizations will have to be expressive **The Expressive Organization: Linking Identity, Reputation, and the Corporate Brand** Majken Schultz,2000 The Expressive Organization Majken Schultz,Mary Jo Hatch,Mogens Holten Larsen,2023 This text contains a collection of the most recent thinking on organizational identity reputation and branding and challenges a numer of well established theories and concepts within a variety of disciplines and business fields **Corporate and Organizational Identities** Bertrand Moingeon,Guillaume Soenen,2002-07-18 Using a five facet framework this book furthers understanding about collective identities by bringing together contributions from various management disciplines *Corporate Communication* Klement Podnar,2014-11-13 Corporate Communication A Marketing Viewpoint offers an overview of the framework key concepts strategies and techniques from a unique marketing perspective While other textbooks are limited to a managerial or PR perspective this book provides a complete holistic overview of the many ways communication can add value to an organization Step by step this text introduces the main concepts of the field including discipline and function frameworks corporate identity corporate and employer branding corporate social responsibility stakeholder management storytelling corporate associations identification commitment and acceptability In order to help reinforce key learning points grasp the essential facts and digest and retain information the text offers a comprehensive pedagogy including chapter summaries a

list of key words and concepts case studies and questions at the end of each chapter Principles are illustrated through a wealth of real life examples drawn from a variety of big small global and local companies such as BMW Group Hidria Lego Mercator Krka Barilla Domino s Pizza Gorenje Si Mobil BP Harley Davidson and Coca Cola This exciting new textbook is essential reading for all professional corporate marketing and communication executives as well as undergraduate and postgraduate students of marketing and public relations not to mention managers who need a complete and accurate view of this increasingly important subject **Organizational Transformation and Managing Innovation in the Fourth Industrial Revolution** Guerra Guerra, Alicia,2018-11-16 With the growth and advancement of business and industry there is a growing need for the advancement of the strategies that manage these modernizations Adaptation to advancement is essential for the success of these organizations and using the proper methods to accomplish this essential adaptation is paramount Organizational Transformation and Managing Innovation in the Fourth Industrial Revolution provides innovative insights into the management of advancements and the implementation of strategies to accommodate these changes The content within this publication examines social engagement cyber journalism and educational innovation It is designed for managers consultants academicians researchers and professionals and covers topics centered on the growth of businesses and how they change alongside the economy and infrastructure Research Anthology on Social Media Advertising and Building Consumer Relationships Management Association, Information Resources,2022-05-13 Social media has become a key tool that businesses must utilize in all areas of their practices to build relationships with their customer base and promote their products This technology is no longer optional as those who do not take advantage of the many benefits it offers continue to struggle with outdated practices In order for businesses to flourish further study on the advantages social media provides in the areas of marketing and developing consumer relationships is required The Research Anthology on Social Media Advertising and Building Consumer Relationships considers best practices and strategies of utilizing social media successfully throughout various business fields to promote products build relationships and maintain relevancy This book also discusses common pitfalls and challenges companies face as they attempt to create a name for themselves in the online world Covering topics such as marketing human aspects of business and branding this major reference work is crucial for managers business owners entrepreneurs researchers scholars academicians practitioners instructors and students **Brand Culture** Jonathan Schroeder,Miriam Salzer Morling,2006-03-27 This fascinating book shows that neither managers nor consumers completely control branding processes cultural codes constrain how brands work to produce meaning Placing brands firmly within the context of culture it investigates these complex foundations Topics covered include the role of consumption brand management corporate branding branding ethics the role of advertising This excellent text includes case studies of iconic international brands such as LEGO Nokia and Ryanair and analysis by leading researchers including John M T Balmer Stephen Brown Mary Jo Hatch Jean No l Kapferer Majken Schultz and Richard Elliott An

outstanding collection it will be a useful resource for all students and scholars interested in brands consumers and the broader cultural landscape that surrounds them   *Organizational Identity* Mary Jo Hatch,Majken Schultz,2004 Ranging from theoretical contributions to empirical studies the readings in this volume address key issues of organizational identity e g multiple identities and change in identity These issues are addressed by writers working in diverse fields of study

Humanistic Management: Leadership and Trust, Volume I Michael Pirson,Jyoti Bachani,2018-06-19 This book offers pedagogical material to teach and learn about the topics of leadership and trust from a humanistic perspective Humanistic Management focuses on the protection of human dignity and the promotion of well being as central concerns of management It offers an alternative perspective to the currently dominant theories that have prioritized economistic goals of profits and productivity at the cost of sacrificing purposeful organizing that serves people and the planet This volume covers topics of leadership and trust and a companion volume offers perspectives on social entrepreneurship and mindfulness in connection with topics commonly taught in the business school curriculum Each topic is introduced with a lead chapter that provides a conceptual background for the topic for example leadership The following chapters offer a case study or class room exercise that illustrate the conceptual perspective with examples that can be used for class discussions The book offers a way to adopt a humanistic perspective on topics of wide interest   The International Encyclopedia of Organizational Communication, 4 Volume Set Craig Scott,Laurie Lewis,2017-03-06 The International Encyclopedia of Organizational Communication offers a comprehensive collection of entries contributed by international experts on the origin evolution and current state of knowledge of all facets of contemporary organizational communication Represents the definitive international reference resource on a topic of increasing relevance in a new series of sub disciplinary international encyclopedias Examines organization communication across a range of contexts including NGOs global corporations community cooperatives profit and non profit organizations formal and informal collectives virtual work and more Features topics ranging from leader follower communication negotiation and bargaining and organizational culture to the appropriation of communication technologies emergence of inter organizational networks and hidden forms of work and organization Offers an unprecedented level of authority and diverse perspectives with contributions from leading international experts in their associated fields Part of The Wiley Blackwell ICA International Encyclopedias of Communication series published in conjunction with the International Communication Association Online version available at Wiley Online Library Awarded 2017 Best Edited Book award by the Organizational Communication Division National Communication Association   **Organizing for Quality** Paul Bate,Peter Mendel,Glenn Robert,2008 This challenging and highly practical book draws on the findings from an international study designed to help practitioners and researchers understand the factors and processes that enable healthcare organisations in the United States and Europe to achieve and sustain high quality services for their users The in depth case studies from seven leading hospitals give an international evidence based outlook

that focuses on both the organisational and cultural processes of quality improvement Implication for research and practice are considered and a checklist of possible challenges has been drawn up to help identify any gaps in initiatives Healthcare policy makers and shapers including hospital chief executives and NHS directors will find this book enlightening as will healthcare quality improvement and service development researchers and professionals Clinicians with an interest in quality improvement will also find much of interest **Brand Management** Tilde Heding,Charlotte F. Knudtzen,Mogens Bjerre,2015-12-03 For more than three decades it has been argued that the brand is an important value creator and should be a top management priority However the definition of what a brand is remains elusive BRAND MANAGEMENT RESEARCH THEORY AND PRACTICE fills a gap in the market providing an understanding of different schools of thought in brand management and offers deep insight into the opening question of the opening question of almost every brand management course What is a brand This comprehensive second edition offers an exhaustive scientific analysis of various approaches to brand management developed over the past thirty years It also delivers a thorough understanding of the strategic and managerial implications of different brand perspectives Inside the Compassionate Organization Alan Baron,John Hassard,Fiona Cheetham,Sudi Sharifi,2018 The focus of this book is care and compassion within the context of organization and management studies The book aims to understand how members of an English hospice identify or fail to identify with an organization where issues of life and death take centre stage and explores problems it faces regarding its representation in society *Employer Branding for Competitive Advantage* Geeta Rana,Shivani Agarwal,Ravindra Sharma,2021-03-22 This book shows how to build and maintain a distinctive and credible employer brand and develop a set of relevant success metrics to help measure return on investment ROI Starting with the current interest in employer branding this book looks at the historical roots of brand management and the practical steps to achieve employer brand management success The book will review the pressures that have generated current interest in employer branding It goes on to look at the historical roots of brand management and the practical steps necessary to achieve employer brand management success The book includes the business case research positioning implementation management and measurement and case studies of big named employer brand stories This book will provide new insights into the field of employer branding and provide directions and tools for organizational brand building It will be beneficial for research scholars engineers practitioners and management students Organizational Identity in Practice Lin Lerpold,Davide Ravasi,Johan van Rekom,Guillaume Soenen,2012-11-12 Organizational Identity in Practice provides much needed in depth studies on what happens when aspirations claims and beliefs interact Given the practical needs of managers and students this exciting new text provides readers with more insight into what differences in these identity aspirations claims and beliefs really mean and what we may expect to occur when these differences become visible and what the outcomes of these processes are likely to be The diverse case studies illustrate how well known firms have dealt with the broad issues of who we are as an organization and what makes us similar or

distinct from others and cover a broad range of industries firms and organizational forms The cases from companies such as Air France AT T Bang Olufsen BP Statoil Starbucks Scania and Alfa Romeo are focused on the broad topics of organizational identity strategy and the environment multiple and conflicting identities the construction of identities and how organizations express and project their identities The authors give scholars students and managers valuable ideas on how to deal with organizational identity challenges within firms **Globalizing Human Resource Management** Paul Sparrow,Chris Brewster,Chul Chung,2016-08-05 This new edition of Globalizing Human Resource Management examines the strategic and global issues of HRM by showing how organizations address the tradeoffs between global integration and local responsiveness Sparrow Brewster and Chung discuss varying methods of globalized talent management and employer branding and conclude with a multi dimensional approach to HRM The second edition includes Updated analyses of talent management employer branding and outsourcing of HRM Broader geographic focus including a new focus on Asian firms and other emerging markets Exploration of the impact of strategic management thinking on HR as well as the latest research in other areas such as operations marketing and economic geography Complementing traditional international HRM texts this is an ideal book for any student interested in the actual strategic logics being pursued by the HR function today *Strategy in Transition* Richard A. Bettis,2009-02-04 The bursting of the dotcom bubble and the terrorist attacks of September 11 2001 have brought into question received wisdom about strategy This volume reviews the lessons to be learnt from these events and proposes that as a result strategy in the twenty first century will have to develop along new lines Comprising a series of outstanding contributions by experts in the field the collection focuses on changes that are occurring in how strategy is viewed formulated and analysed and looks forward to the future of strategic management It discusses the emergence of new modes of thinking new models and new processes and lays foundations on which strategy can build in future *Corporate Reputations, Branding and People Management* Susan Hetrick,Graeme Martin,2006-08-14 The book helps HR practitioners understand corporate level concepts and their relevance to the key strategic agendas of organizations by drawing on a wide range of ideas from branding marketing communications public relations and reputation management It then examines how effective people management strategies and the role of HR specialist can contribute to this corporate agenda This contribution lies in four key areas organizational communications strategies developing compelling employee value propositions and employer branding HR strategies employer of choice policies and talent management creating new forms of psychological contracts and building stronger individual organizational linkages through employee identification employee commitment and psychological ownership and in developing supportive employee behaviors The book is based on a new model of the links between HR corporate reputation and branding developed from an extensive review and synthesis of different bodies of management literature This model has been refined from extensive case research and practical experience in building corporate reputations and brands Specially researched cases include Orange Aegon Scottish Enterprise Hudson

International BSkyB Standard Life Investments and the Royal Bank of Scotland

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