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What Is Reputation

Management?

REPUTATION MANAGEMENT 2ND EDITION The Key to Successful Public Relations and Corporate Communication John Doorley and Helio Fred Garcia. TABLE OF CONTENTS

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Reputation management refers to the influencing and controlling or concealing of an individual's or group's reputation. Originally a public relations term, the growth of the internet and social media, along with reputation management companies, have made search results a core part of an individual's or group's reputation. Online reputation management, sometimes abbreviated as ORM, focuses on ...

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