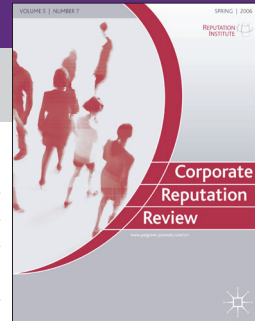


# Corporate Reputation Review

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## Aims and Scope:

The **Corporate Reputation Review** was launched in 1997 and publishes four issues on corporate reputation every year. It invites original research that explores the relationships between corporate reputation and strategic positioning: corporate identity, communications, and image; branding and profiling; valuation and performance.

Each issue delivers an intelligent and stimulating mix of:

- Industry Surveys
- Leading-edge Thinking
- Robust Research

to address the key questions of how corporate reputations impact on a company's performance and its value; how corporate reputation can be measured; and how it can be managed. The manuscripts published in **Corporate Reputation Review** are subjected to double-blinded refereeing.

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