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Learning Regarding Several Corporate Reputation Management Tools by [James Blee](#)

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In the modern business surroundings, the task of generating & sustaining name and fame is a difficult yet important task for any company aspiring to accomplish success. A company's reputation plays a major role in persuading or dissuading people from investing in the company & enhancing or reducing the sale of a company. It also helps in encouraging or discouraging the employers from giving their best performance & remaining loyal to the company. As such reputation management has evolved as a significant part for determining the general growth of a company.

This has caused an upsurge in the business of various corporate reputation management companies that not only help companies to minimize the destroy caused by bad publicity but also tool a reputation management plan to counter any attempts to defame the products & services offered by a company.

The corporate reputation management involves the use of a variety of highly sophisticated procedures & systems such as reputation scorecards, key performance indices, analyzing media content, research related to PR, opinion pools etc. All these techniques & methods can be employed collectively or individually to enhance the reputation of a company. It is also vital to constantly monitor & manage the feedback & reviews offered by individuals about the products & services offered by a company & contain the negative reviews that may cause extreme destroy to the company's reputation.

The widespread use of web has enabled the consumers to gain in-depth knowledge about a product through not only the user reviews but also through consumer forums & blogs. Hence, for any company to succeed, the use of various online tools that help in reputation management & overcoming destroy caused by the unconstructive online reviews, forum postings etc, has become imperative.

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