

Beilage zu Referat "Recht und Reputation"

Jens Drolshammer

Unternehmenskommunikation in turbulenten Zeiten

Beispiel: Ausgesuchte Kurzbibliographie zum Bereich Corporate Reputation Management mit besonderem Fokus auf Crisis Management

Argenti, Paul A.	Corporate Communication, 2nd ed., USA 1998
Bonfadelli, Heinz	Medienwirkungsforschung I: Grundlagen und theoretische Perspektiven, Reihe Uni-Papers, Band 10, Konstanz 1999
Caponigro, Jeffrey R.	The crisis counselor: the executive's guide to avoiding, managing and thriving on crises that occur in all businesses, Southfield, Mich. 1998
Committee on Risk Perception and Communication	Improving Risk Communication, Commission on Physical Sciences, Mathematics, and Resources, Commission on Behavioral and Social Sciences and Education, National Research Council, USA 1990
Coombs, W. Timothy	Ongoing crisis communication: Planning, managing, and responding, Sage Series in Public Relations, Thousand Oaks/London/New Delhi 1999
Eccles, Robert G., et al.	The Value Reporting Revolution: moving beyond the earnings game, PricewaterhouseCoopers LLP, USA 2001
Franck, Georg	Ökonomie der Aufmerksamkeit - ein Entwurf, München/Wien 1998
Harvard Business Review	On Knowledge Management, Harvard 1998
Harvard Business Review	On Crisis Management, Harvard 2000
Jones, Clarence	Winning with the News Media, Tampa 1999
Lydenberg, Steven D., et al.	Rating America's corporate conscience, Council on Economic Priorities, USA/Canada 1987
Mitroff, Ian I., et al.	The essential guide to managing corporate crises: a step-by-step handbook for surviving major catastrophes, Oxford 1996
Piven, J./Borgenicht, D.	The Worst-Case Scenario Survival Handbook, San Francisco 1999
Ray, Sally J.	Strategic communication in crisis management: lessons from the airline industry, Westport, Connecticut/London 1999
Regester, M./Larkin, J.	Risk Issues and Crisis Management, a Casebook of Best Practice, The Institute of Public Relations, London 1998
Riel, Cees B.M van	Principles of Corporate Communication (translation of: Identiteit en imago), Hemel Hempstead, Herts. 1995

Schmidt, Siegfried J.	Kognitive Autonomie und soziale Orientierung: konstruktivistische Bemerkungen zum Zusammenhang von Kognition, Kommunikation, Medien und Kultur, Frankfurt a.M. 1996
Schultz, Majken et al., eds.	The expressive organization: linking identity, reputation, and the corporate brand, Oxford 2000
Stöhlker Klaus J.	Wer richtig kommuniziert, wird reich, Wien/Frankfurt, 2001