



# The Reputation Game: Is Your Business Playing by the New Rules?

*Peter Roper, Lesley Morrissey*

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You never get a second chance to make a first impression - but it's amazing how many so-called professionals play Russian roulette with their reputations. It's no longer down to word-of-mouth - the world wide web spreads information round the world in seconds. If you're in business you need to take the steps that will protect your reputation - as well as taking advantage of the means of enhancing it. If you have staff, clients and suppliers you'll also want to be aware of what they are saying about you - and educate them to be effective marketers for your business. This book will give you the ammunition you need to... take control of what is said about your business; effectively use the tools that will influence your reputation; plan, protect and promote your reputation on an ongoing basis; harness the power of your staff to enhance your reputation; raise your profile and stand out from the crowd; ensure you are playing the reputation game by the new rules. Can you afford NOT to read it?

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