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Building Corporate Reputation at Edelman Building Corporate Reputation at Edelman Corporate reputation entails general estimation of business according to external and internal stakeholders with the based on past actions and expected future behavior. Building a corporate reputation Edelman is undoubtedly the largest public relations firm globally and since its inception by Dan Edelman has redefined public relations. Edelman has different strategies through which it builds its corporate reputation and forms the main reasons for this presentation. These include:

Quality provision: Edelman ensures the products, people, and services are of utmost excellence to meet the demands of the clients and ensure long-term growth in the company, the employees are also satisfied resulting in augmented corporate reputation (Edelman, 2014).

Code of ethics and conduct: all employees at Edelman have a contract signed to show their commitment to maintaining the highest ethical standards both online and offline and when dealing with suppliers (Edelman, 2014). This ensures Edelman's reverence by the population and enhances its corporate reputation.

Legal obligations: the actions and responsibilities undertaken by people related and within the payroll of Edelman have a principle governing their actions ensuring they act within legal obligations. This non-violation of legal obligations allows the firms to have confidence from both suppliers and the customers increasing its corporate reputation.

Integrity: Edelman takes responsibility for all the actions of the firm whether they result in positive or negative outcomes and collaborate with trustworthy firms according to all the stakeholders in the business. This ensures the

firm's corporate reputation is upheld and improved owing to the realization <https://assignbuster.com/provide-insights-into-how-a-chosen-organisation-in-a-specific-pr-sector-focuses-on-building-its-corporate-reputation/>

of high integrity the firm upholds in all its actions.

Transparency and fair dealing: all the actions and undertakings of the business with their business and firms are made with high emphasis on transparency and fairness. This ensures the trust between the business and ability to conduct further business in the future with the need for the business to have knowledge of fair pricing and practices by Edelman. This rewards Edelman through augmented corporate reputation.

Edelman's vision and mission: Edelman ensures all the employees including the management are guided by a code of conduct, business practices, and the mission statement. Training is used to incorporate the vision and mission statement to the actions and practices of the employees in their duties.

Experience: Edelman ensures the clients have an experience of being provided with quality products and services. The other experience Edelman impact on the employees is the courtesy, respect, and integrity in the manner of their treatment by the employees. Experience in dealing with Edelman improves the corporate reputation of Edelman.

Information: Edelman uses different measures to communicate with the external and internal stakeholders to ensure effective communication.

Professional and to the point communication ensures objectivity in relations and information delivery. Edelman has pertinent information available in different avenues including its website to ensure quick access of address, website URL, full names, opening hours, and contact information. Edelman has a professional and polished website that is up to date providing up to date and vital information.

In conclusion, the corporate reputation at Edelman has augmented through different strategies in the company. The main ways through which Edelman
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has focused on building corporate reputation include quality provision, code of ethics and conduct, information and experience provision, fair dealing and transparency. Other ways are observance of legal obligations and integrity in all dealings aid Edelman enhances its corporate reputation.

Reference

EDELMAN. (2014). About Edelman. Accessed from: <http://www.edelman.com/who-we-are/about-edelman/> (Accessed: November 17, 2014).