



# **The Expressive Organization: Linking Identity, Reputation, and the Corporate Brand**

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# The Expressive Organization: Linking Identity, Reputation, and the Corporate Brand

## The Expressive Organization: Linking Identity, Reputation, and the Corporate Brand

This book challenges current beliefs about organizational identity, reputation, and branding. It contains a wealth of new ideas for finding the elusive answers to questions troubling contemporary organizations, such as: How does an organization create a strong reputation? What are the implications of corporate branding on organizational structures and processes? and How do organizations discover their identities?

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