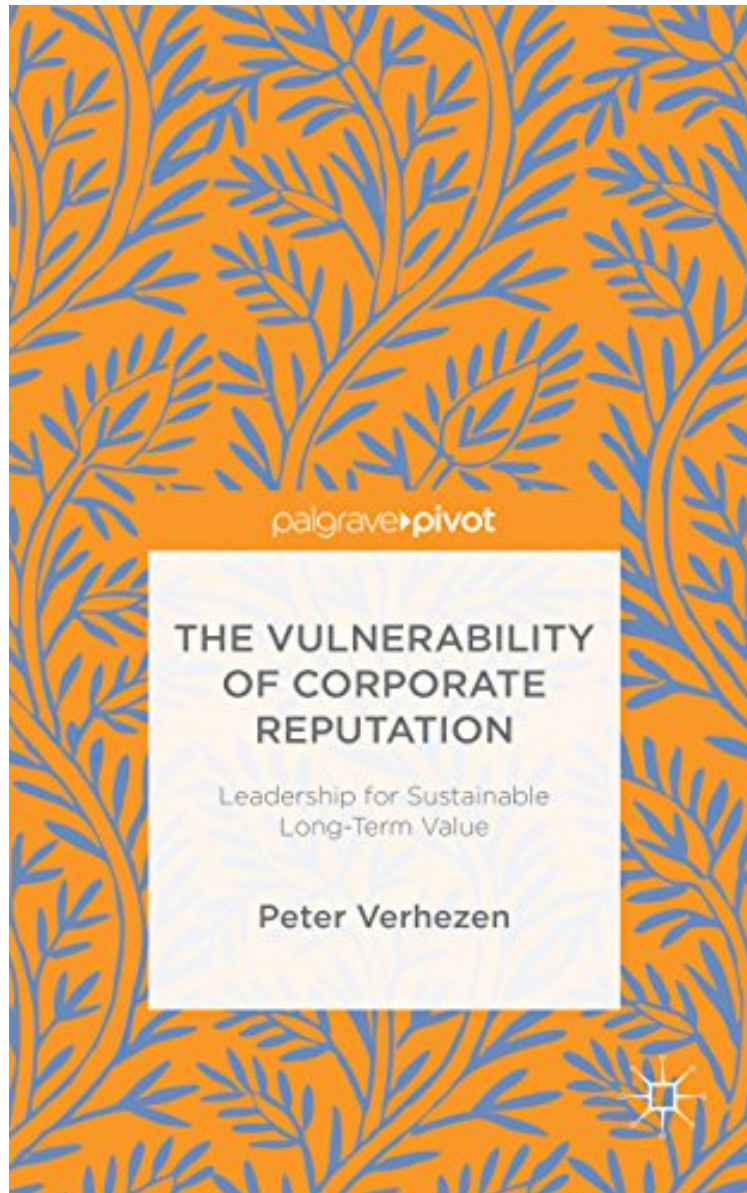


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The Vulnerability of Corporate Reputation: Leadership for Sustainable Long-Term Value

Peter Verhezen

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The Vulnerability of Corporate Reputation explores the role that reputation plays in the success and failures of companies. This book focuses on the traditional topic of reputation risk management, the process of reputation, reputational excellence and examines leaders whose reputation and foresight could benefit the organization they steer.

About the Author Peter Verhezen is Adjunct Professor at the Melbourne Business School, Australia, and Visiting Professor at the University of Antwerp, Belgium. As the Principal of Verhezen Associates he advises boards on risk management and governance in Southeast Asia. He is also a Senior Consultant for Corporate Governance at IFC-WorldBank in Asia-Pacific.