

## Corporate Diplomacy Reputations Relationships Stakeholders

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This important new book argues that the strategic management of relationships with external stakeholders – what the author calls "Corporate Diplomacy" – is not just canny PR, but creates real and lasting business value. Using a mix of colourful examples, practically relevant tools and considered perspectives, the book hones in on a fundamental challenge that managers of multinational corporations face as they strive to compete in the 21st century.

### Corporate Diplomacy: Building Reputations and ...

Building Reputations and Relationships with External Stakeholders PRIMA, LLC PRIMA helps executives and public officials manage high-impact risks and opportunities in sociopolitical systems in order to identify and influence stakeholder coalitions to influence public policy or organizational reputation.

### CorporateDiplomacy.com

Corporate Diplomacy spells out the business sense of strategically building relationships with stakeholders. Its case studies are a useful reference in the search for ways to continually improve this crucial area of business. - Yedwa Simelane, Executive Vice President, Stakeholder Relations & Marketing, AngloGold Ashanti

### Corporate Diplomacy: Building Reputations and ...

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## Corporate diplomacy: Building reputations and ...

Corporate Diplomacy: Building Reputations and Relationships with External Stakeholders: Henisz, Witold J.: Amazon.sg: Books

## Corporate Diplomacy: Building Reputations and ...

In his new book, Corporate Diplomacy: Building Reputations and Relationships with External Stakeholders, Wharton management professor Witold Henisz advises senior managers to build the capability to strategically develop their most important relationships – before it's too late.

## Corporate Diplomacy: Why Firms Need to Build Ties with ...

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## Corporate Diplomacy - Wharton School Press

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## Corporate diplomacy : building reputations and ...

Corporate Diplomacy: Building Reputations and Relationships with External Stakeholders eBook: Henisz, Witold J.: Amazon.com.au: Kindle Store

## Corporate Diplomacy: Building Reputations and ...

This notion is summed up in the phrase, corporate diplomacy. Professor Witold Henisz recently published a book called Corporate Diplomacy: Building Reputations and Relationships with External Stakeholders. BRINK spoke with Professor Henisz about what corporate diplomacy means for corporations and why it is important.

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Corporate Diplomacy: Building Reputations and Relationships with External Stakeholders:  
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