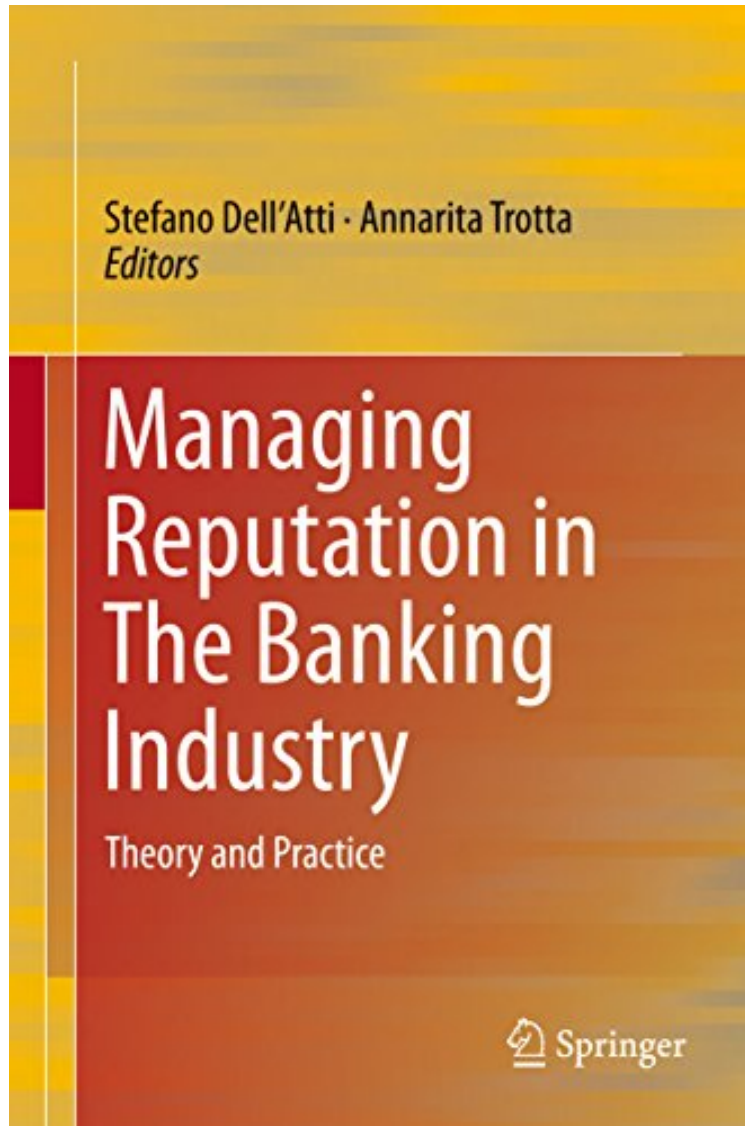


(Read ebook) Managing Reputation in The Banking Industry: Theory and Practice

# Managing Reputation in The Banking Industry: Theory and Practice

*From Springer*

*ePub | \*DOC | audiobook | ebooks | Download PDF*



 Download

 Read Online

#1602291 in eBooks 2016-04-15 2016-04-15 File Name: B01EUZC6AW | File size: 29.Mb

**From Springer : Managing Reputation in The Banking Industry: Theory and Practice** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Managing Reputation in The Banking Industry: Theory and Practice:

The topic of reputational crisis in the banking sector has received increasing attention from academics and

practitioners. This book presents expert contributions that cover three main aspects: first, an extensive review of the literature on reputational risk in the banking sector aimed to identify the relationships between causes, effects, stakeholders, and key qualitative-quantitative variables involved during the reputational crisis of a bank; second, devising a conceptual framework for management of reputational crisis in banking, and finally, testing this framework with the results of an empirical analysis carried out by observing key variables of some known cases of reputational crisis relating to international banks and proposing case studies regarding the dynamic process of reputation management.