



La reputación de marca (Manuales) (Spanish Edition)

Carlos Pursals Puig

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¿Cuánto dinero cuesta una crisis de reputación? ¿Castigan los consumidores a las marcas que tienen malas prácticas? ¿Es posible recuperar la credibilidad de una marca después de sufrir una crisis de reputación? ¿Cómo valoran los grupos de interés la reputación de marca? ¿Castigamos a las marcas que no son transparentes? ¿Qué papel juegan los directivos en la construcción o destrucción de la reputación de una marca? Términos como buenas prácticas, servicio, atención al cliente, credibilidad, confianza, comunicación, transparencia, rendición de cuentas o ética están más de moda que nunca. ¿Por qué? Porque las marcas están sujetas cada día más a un escrutinio público y social que obliga a estas a estar más pendientes de los intereses de sus grupos de interés o stakeholders. En el fondo de la cuestión, las marcas están obligadas cada día más a diferenciarse y a representar una serie de valores que coincidan al máximo con las expectativas de sus grupos de interés. Este libro recoge 100 reflexiones basadas en casos reales sobre cómo las marcas y sus directivos son capaces de afrontar la construcción de la reputación, así como a enfrentarse a situaciones de crisis reputacional.

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