

CONTENTS

<i>Acknowledgments</i>	ix
<i>Preface</i>	xiii
PART I	
CHAPTER 1	
Reputation Matters	3
A Tipping Point	3
Reputation Advantage	6
CHAPTER 2	
Reputation Loss	11
Reputation Erosion	11
The New Reputation Rules of Engagement	15
CHAPTER 3	
Second Acts	25
Reputation Rising	25
One Step at a Time	28
PART II	
CHAPTER 4	
Rescue	37
Step 1: Take the Heat—Leader First	42
Step 2: Communicate Tirelessly	53

Step 3: Don't Underestimate Your Critics and Competitors	65
Step 4: Reset the Company Clock	68
Conclusion	72
CHAPTER 5	
Rewind	73
Step 5: Analyze What Went Wrong <i>and</i> Right	77
Step 6: Measure, Measure, and Measure Again	88
Conclusion	94
CHAPTER 6	
Restore	95
Step 7: Right the Culture	98
Step 8: Seize the Shift	106
Step 9: Brave the Media	119
Conclusion	124
CHAPTER 7	
Recover	125
Step 10: Build a Drumbeat of Good News	127
Step 11: Commit to a Marathon, Not a Sprint	133
Step 12: Minimize Reputation Risk	135
Conclusion	143
PART III	
CHAPTER 8	
Return to Flight	147
Reputation Loss is All but Inevitable	148
Reputation Recovery Comes With No Expiration Date	150
Reputation Wounds are Often Self-Inflicted	151
New Reputation Perils Lie Ahead	152
Reputation Radar is Not a Luxury	154
Reputation Halos Do Not Make you a Saint	155
Reputation is and Always Will be a Job For CEOs	156
Beyond The Bottom Line	158
Reputation Capital Rules	159
<i>Notes</i>	161
<i>Index</i>	175