

Reputation Management & Public Affairs

MORE INSIGHTS • BETTER INTELLIGENCE • INFORMED DECISION-MAKING

Reputation management is like a high-wire act with no net—one misstep, and down you go.

Fast, fresh
and focused™

Make sure you've got that net and protect your most valuable asset—your reputation.

One negative report from an independent voice tracking your every move can immediately damage your reputation among stakeholders, send revenues reeling, and slash your stock prices. Measuring reputation and managing outcomes has been an elusive and tricky undertaking. Until now.

- ✓ Monitor multiple channels—including voluminous social media—with real-time relevance
- ✓ Understand the impact of new and traditional media on corporate reputation
- ✓ Inform and offer insights proactively
- ✓ Respond decisively and positively to cyberspace reports and sentiments
- ✓ Conduct analysis based on a complete picture, not fragmented information from multiple vendors

A word cloud graphic featuring various terms related to reputation management and public affairs. The most prominent words are 'reputation', 'sentiment scoring', 'relevance', 'public affairs', 'social media', 'news', 'real-time', 'managing outcomes', 'monitor multiple channels', 'manage outcomes', 'compare', 'revenues', 'institute early warnings', 'key topics', 'issues', and 'stock prices analysis'.

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