Letter from the Editors

We are pleased to present the third issue of the *Corporate Reputation Review*. It's been a long haul but we have made considerable progress since our inaugural double issue, published in September 1997. Here we feature for the first time a set of peer-reviewed articles that have made it through the arduous double-blind review process that we impose on all of our academic submissions. The papers have improved significantly since they were presented at our 1st Conference on Corporate Reputation, Image, and Competitiveness in January, 1997 in New York and make valuable contributions to the burgeoning literature on corporate reputation.

With this issue, we also introduce three new sections to *CRR*:

- **'In Practice'**: This featured section will highlight case studies of cutting-edge reputation management practice, descriptions of crisis situations, or other commentary from both academics and practitioners;
- **'Top of Mind'**: This section will be devoted to stimulating intellectual debate and the presentation of 'half-baked ideas' that happen to be on the minds of our readers and expert commentators;
- **'For Your Bookshelf'**: This section will highlight interesting reading material. These could be essays about one or more books, or insights garnered from reading esoteric dissertations, magazines, or reports.

We hope you find these new sections as useful as we do in jogging your thinking about corporate reputations and the practice of reputation management. Think about contacting us with ideas for any of the sections: we will work with you to develop it into an appropriate contribution.

With more sections comes more editorial work, however. To help out, we are particularly pleased to announce that Paul Argenti — Professor of Management and Corporate Communication at the Tuck School at Dartmouth College — has agreed to join us as an Associate Editor. Paul will take responsibility for editing the 'In Practice' section in future issues of *CRR*. Paul is the author of the widely read 'Corporate Communication' (Irwin-McGraw Hill, now in its completely revised 2nd edition) and a leading consultant and commentator on corporate reputation-management programs. Welcome aboard, Paul!

We begin this issue by reporting the results of a survey of reputation management practices in Global 1000 companies that was conducted by Charles Fombrun and Violina Rindova in January, 1997. The findings are thought provoking, and we are pleased to present a capsule summary of their findings and some preliminary analyses of the data.

*Charles Fombrun
Cees B.M. van Riel*