Letter from the Editors

Welcome to the fourth and final issue in Volume 1 of the *Corporate Reputation Review*. Our first year in press comes to an end! In this issue, we are pleased to present a strong combination of academic and practitioner articles.

We begin by presenting a special section on 'Measurement Issues'. The first article summarizes the principal methods that can be used to capture corporate images and examines the results they produce. The second article examines various popular reputational ratings, many of which (particularly those of *Fortune* and Kinder, Lydenberg, and Domini) are finding their way into academic research on corporate reputations.

The two articles featured in our 'Academic Research' section examine important issues about the merits of corporate sponsorship, the influence of corporate branding on product line extensions, and the measurement of corporate images. The authors use a variety of research methods to demonstrate their points, ranging from a controlled lab study, to open-ended interviewing, to multivariate analysis of cross-sectional data. They contribute to our growing understanding of the reputational landscape.

Our 'In Practice' section features contributions from leading practitioners from three major firms in the reputation industry: *Shandwick*, one of the world's largest reputation management firms; *Lippincott & Margulies*, a firm known for its work in developing corporate identities for major companies; and *Walker Information*, a

market research firm that specializes in measuring corporate reputations. Jointly, they demonstrate how major consultancies are helping client companies to develop, enact and measure their reputations. In the process, they demonstrate how theory informs practice, and suggest ways that practice might also inform theory development in the future. Welcome again to Paul Argenti for helping us to edit this section of *CRR*.

We conclude the issue with an essay for our 'Top of Mind' section that was written by Jerome Kuperman (NYU). Jerry asks provocative questions about the role that financial analysts play in helping to create corporate reputations. Based on interviews with Wall Street analysts, he contends that managers would do well to improve their understanding of the social community in which analysts operate, and the processes through which they converge in making judgments about the credibility of companies, and so decide their reputational fates.

We hope that you enjoy this issue as much as we did in putting it together. Don't forget to renew your subscriptions for Volume 2! And look for an announcement and other information about the 3rd Annual Conference on Corporate Reputation and Competitiveness, scheduled for January 1999.

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