Letter from the Editors

This issue of the *Corporate Reputation Review* (Vol. 2, No 1) offers an interesting mix of rigorously conducted research and practitioners' articles reviewing the strategic development and maintenance of corporate reputations.

Two contributions can be found in the 'Industry Survey' section, that describes research-based developments in specific areas of the corporate reputation management field. The first article focuses on how to measure corporate morality as a starting point for underpinning or improving the ethical behavior of organizational members. The second article examines the gaps between the ideal protocol of reputation management and reality in British business firms.

Three articles in the section 'Academic Research' illustrate the growing convergence of different academic disciplines focusing on the domain of the Journal. The first article elaborates the way specialized agencies in Denmark apply key concepts such as 'identity', 'culture' and 'image' in their consultancy work and the trends that can be extracted from this convergence. The second article focuses on how companies can repair damage to their corporate reputation caused by negative publicity. The third article examines whether or not

reputation and power can be used to explain differentials in CEO compensation.

Our 'In Practice' section features an article by Michael Morley, Edelman PR's deputy chairman. It describes a study of corporate communications carried out in conjunction with researchers at North Western University. Associate Editor, Paul Argenti, was instrumental in developing this article for *CRR*.

Presented in the 'Top of Mind' section is an essay by the British author Nicolas Ind, who assesses recent American and European contributions to the literature on corporate branding, and evaluates this research against the backdrop of daily practice.

We conclude this issue with a contribution to the final section 'For your Bookshelf'. Here, M. Kim Saxton highlights the relevance of a recent book on flexibility in business firms.

Finally, we look forward to seeing many of you at the 3rd Annual Conference on Corporate Reputation and Competitiveness in San Juan, Puerto Rico in January 1999.

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