Letter from the Editors

Welcome to the second issue in Volume 2 of the *Corporate Reputation Review*. We are pleased to present to you seven articles written by authors from six different countries. Represented are the United Kingdom, Denmark, The Netherlands, Australia, Canada and Norway. This issue of the *Corporate Reputation Review* has succeeded in creating a detailed body of knowledge that can be used in both an academic and practitioner setting.

In the 'Industry Survey' section, we present an article by Roger Bennett that describes the perceptions of corporate images of mainly ethnic minority groups in Greater London about banks, building societies and ex-building societies.

Three articles have made it through the rigors of the academic review section. They all address the creation of reputations. Mette Morsing points at the important role of the media and language to decrease the gap between identity and image. Eric Waarts applies theoretical notions drawn from signaling theory to reputation management. His empirical research focuses on understanding the cognitive processes of defending managers making decisions about how to react to competitors introducing a new product. How do they interpret reputational signals? The third article is a study by Helen Stuart that explores the relationship between a company's structure and its ability to develop different types of corporate identity structures. Stuart applies the notions of Mintzberg to the well-

known corporate identity structures of Ind (1992), Kammerer (1995) and van Riel (1995).

Our 'In Practice' section features a view of how one manager, in the midst of 1998's worst ice storm, steered his company's reputation to safety with the development and implementation of a crisis communication plan. The company in question is Hydro-Québec, one of the world's biggest electrical utilities. Again, associate editor Paul Argenti was instrumental in developing this article for *CRR*.

The 'Top of Mind' section offers an essay written by the Dutch consultant Roland van Kralingen, who reviews the possibility that Superbrands will become a reality in the foreseeable future. He describes Superbrands as those brands that successfully create a strong relationship with their stakeholders that is built on trust.

We conclude this issue with a contribution by Peggy Brønn to the section 'For your Bookshelf'. She highlights the successful strategies used by responsible companies seeking to demonstrate their corporate citizenship.

We hope you enjoy this issue and find the insights useful in developing your own ideas or interest in your future work.

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