Letter from the Editors

We begin this issue of the *Corporate Reputation Review* with an industry survey written by Chris Fill and Eirine Diminopolu. They examine the attributes that shape doctors' perceptions of pharmaceutical companies.

The Academic Research section contains three papers focusing on the elaboration of the concept of reputation, the creation and transferability of reputations. Poul Houman Andersen and Henrik Bendix Sørensen examine the relationship between reputational information and its influence on potential collaborators. The second paper, by Slawomir Magala argues that the Macdonaldization of corporate identities forces communication specialists to apply surprising, sometimes shocking messages to attract attention. The third paper, by Tanja Schweizer and Nachoem Wijnberg examines how reputational content is transferred upward from individuals, groups, and the system in which the firm participates.

Our In Practice section features the views of three former consultants at Price-waterhouseCoopers on crisis communications from a practitioner's perspective, but most of all the effects of the crisis on firms' shareholder values.

The Top of Mind section is devoted to stimulating intellectual debate between readers, authors and expert commentators on current ideas. This issue offers an essay written by David Bernstein of Kelland Communication Management. He examines the compelling topic of outdoor poster advertising and its many opportunities for organizations.

This issue concludes with a contribution by Barbara Czarniawska. Her book review deals with the recent book by David Whetten and Paul Godfrey on identities in organizations.

Finally, we are pleased to announce that the 4th Annual Conference on Corporate Reputation, Identity and Competitiveness will take place May 19–21, 2000 at Cranfield University. Mary-Jo Hatch has agreed to chair our millennium conference. Let's make this conference as successful as the first three.

Charles J. Fombrun
(NYU, Stern Business School)

Cees B. M. van Riel
(Erasmus University Rotterdam)