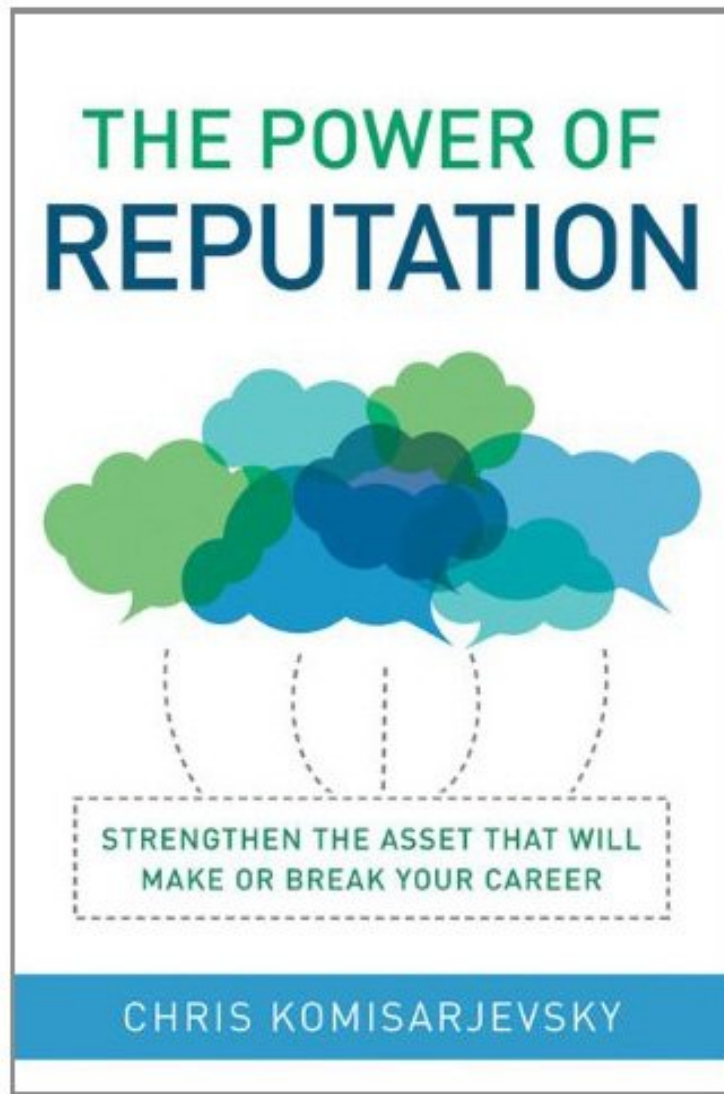


# The Power of Reputation: Strengthen the Asset That Will Make or Break Your Career

*Chris Komisarjevsky*

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**Chris Komisarjevsky : The Power of Reputation: Strengthen the Asset That Will Make or Break Your Career** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Power of Reputation: Strengthen the Asset That Will Make or Break Your Career:

0 of 0 people found the following review helpful. A Must Read for All Businesses, Big and Small By Alastair Browne Christopher Komisarjevsky, a public relations professional who was also a CEO and soldiered in Vietnam minces no words, he tells it like it is. In this day and age of corrupt officials taking bribes, abusing employees, and

trying to stop new laws from passing to protect their profits, we are going to have to get to the grass roots of the matter if we are to change anything; but this book is not political. It is a guide on the bottom line of how to run a successful business, and the root of this is to have a good reputation. Reputation matters, and it can mean the difference between success and failure. This book should be read as a career guide by all those who wish to succeed. The three most important assets in having a good reputation are lasting values, respect for others, and doing what you say you will do. This book contains testimonies from people of different professions, from all walks of life, who can attribute to what Mr. Komisarjevsky is saying. He also relates to incidents in his own life, from teaching helicopter pilots in Vietnam to being a CEO for Burson-Marsteller, a leading public relations firm worldwide. The author divides this book into three sections: Character, Communication, and Trust, all being equally important. Basically, character in this book is a code of ethics, with the dos and don'ts of business: Don't sell out your client for a competing one. Greed, manipulation, and dishonesty have no place in business, and the author mentions the worst CEOs and businesses who failed miserably because of this: Enron, Bernie Madoff, and Dick Field of Lehman Brothers. Don't accept gifts, for they are bribes, and never be pretentious. On the positive side, listen to others, and their ideas, give credit where credit is due, and treat others fairly, especially to those under you, for you were once in their position. Remember that every individual is accountable for what he or she does. Reading this just in the first section makes me realize that everyone in business needs to read this book, and the bigger the business and the more prominent the position that person is in, the more that person needs to read it. Communication means showing the world who you really are. You and your business is being watched by everyone, and you will be tested to see if you live up to your reputation. Reaction under adversity is the ultimate test, and Komisarjevsky gives an example of this on the occurrence of September 11, 2001, where his business was located at the time. Himself and all his employees went to collect food and supplies for both the victims and those who worked at Ground Zero and offered whatever help they could, which was a lot. Behavior matters in communications, as does teamwork. How should you communicate with the outside world? Always tell the truth. If you try to cover-up and deceive, the truth will be revealed. Practice what you preach, and follow a set of ethics, be law-abiding, and respect everyone. Many of these required traits overlap in the three sections. It is deliberate, for these traits have to hit home. The last and probably most important section is trust, because without it, you and/or your business will have little chance of lasting in the business world. This section does mention office politics, with jealousy and backstabbing from fellow office workers. Dealing with situations like these are addressed, including what happens when you make a mistake, and it makes big news. If one is worth his or her salt, they would immediately apologize and remedy the situation. If dealt with in the right manner, that person may even emerge stronger. Rules of the business have to be enforced to have respect, and there will be times when an incompetent worker will have to be fired. This book stresses having a good reputation through the way one handles his or her position, their values and ethics, how they treat others, whether one is trustworthy, and how they handle a bad situation when it arises, and it will arise. Also, are you willing to go above and beyond the call of duty? The last three pages of the book lists 41 benefits of having a good reputation. In a nutshell, your business will endure and gain new clients. Otherwise, it will not last long. The last three sentences in this book says it all. "Building a strong reputation is one of your most important jobs. Do it well. Time and time again."

0 of 0 people found the following review helpful. An insightful guide for managing human, relationship and reputation capital By Johanna Tuutti The way we work and do business develops rapidly. The work is performed in project teams of highly specialised experts who utilise big data and advanced communication technologies. Amidst all change, one thing remains stable. As human persons, we want to work with persons we can trust and with persons who have good professional and personal reputation. We choose persons to our teams because of their special skills, personal characteristics and the way they work with other people. When we do not yet know them personally, we must base our decisions on their professional and personal reputation. We need to find out what other people feel about and think of them. And, the same method applies, when we are chosen as partners / team members to projects. If you want to deepen your understanding how professional and personal reputation is being built during the whole of our life in a profound and at the same time practical way, *The Power of Reputation*, is an excellent resource. The book is written by a highly experienced person and business leader who knows the subject inside out. Between the lines, the reader can truly feel the author's deep personal interest in the subject. Chris Komisarjevsky has spent most of his career working with managers and organisations on issues of reputation. He has served in worldwide leadership role at Burson-Marsteller, one of the world's leading global public relations and public affairs firm. Also, he has served in the U.S. Army as a captain and helicopter pilot. He says that "reputation is based on three critical factors: character, communication and trust. Communication is how we share our thoughts and values, engage and learn from others and reach out to help in any way we can." Chris Komisarjevsky makes clear that "reputation means everything, especially when things get tough". He also emphasises "integrity, fairness and respect for others" and the fact that reputation "must be genuine, and lived every day". *The Power of Reputation* is an insightful career and worklife guide. It includes a lot of interesting quotes from successful businesspeople. It is good reading to everyone who wants to lead others, and to everyone who is engaged with people and leadership development and organisational communication. It helps organisations manage three key intellectual assets: "human capital, relationship capital, and reputation

capitalrdquo;.The book does not only tell how to build a reputation that creates strengths and opportunities. It also points out how to keep your antennae up and anticipate and manage threats, and even, rise above office politics. In the chapter ldquo;When You Make a Mistakerdquo;, we are also reminded, that a mistake can also give us the chance to emerge even stronger.0 of 0 people found the following review helpful. A great resource, wise and practicalBy C. AtkinsThe thing I love about "The Power of Reputation" is that there is something the reader can actually put to work on just about every page. From time to time, I have been asked to review textbooks on public relations, and they are usually chock-full of case studies about how someone solved a problem in a creative or strategic way. Nothing wrong with that, as far as it goes. But in this case, the author writes in a very personal way about how his life experiences shaped him as a professional and a person -- and how the reader can learn and become better. From his heartfelt memories of Sept. 11 to his own experience as a combat helicopter pilot in Viet Nam, he shows how the words "Character, Communication and Trust" are not just platitudes but the foundation of an honest and ethical life. This is the book I wish more PR students as well as senior corporate executives would read and ponder.

We judge people in business the same way we judge those in our personal lives. We listen to what they say, watch how they behave, and take note of the results of their actions. Success is ultimately built on a foundation of character, communication, and trust. To accomplish our goals, people must believe in us. The Power of Reputation offers businesspeople an action plan for creating the kind of reputation that generates trust, inspires confidence, and paves the way for lasting success. Readers will discover how to: Identify and reinforce the values behind their reputation bull; Earn respect by respecting others bull; Engage people through constructive, open communication bull; Build strong connections by personalizing their approach to everything they do. Featuring interviews with distinguished business figures and containing instructive real-world examples, this book reveals how to leverage the remarkable power of a reputation rooted in authenticity.

ldquo;Komisarjevsky delivers an engaging, educational book.rdquo; ndash; Success magazine From the Inside Flap To accomplish your goalsmdash;whatever they aremdash;people must believe in you. In any business or field, success is built on a foundation of character, communication, and trustmdash;the building blocks of reputation. Your reputation is what enables you to forge bonds, get your ideas across, convince, and sell. Itsquo;s not only what makes others want to work with and for youmdash;itsquo;s also what encourages them to give you their all. A positive reputation enables you to overcome myriad career challenges. And it can often mean the difference between failure and great success. The Power of Reputation gives you an action plan for creating the kind of reputation that generates trust and paves the way for lasting success. With instructive real-world examples, this book lays out step by step how to build a platform of respect for and confidence in your decisionsmdash;and a commitment from others to your goals. Filled with enlightening insights from interviews with numerous distinguished business figures, this definitive guide to reputation and your career shows you how to: bull; Leverage the communication techniques that engage others and create positive, open dialogues. bull; Take swift and decisive action to deal with challenges and recover from mistakes. bull; Build strong connections by personalizing your approach. bull; React quickly in a digital world that demands it. bull; Earn respect by demonstrating your respect for others. bull; Build a circle of trust and ensure an enduring reputation that serves you well in both good times and bad. Filled with straightforward, practical techniques for methodically crafting a strong, solid reputation, The Power of Reputation shows you how to be authentic, open to ideas, a strong comshy;mushy;nishy;cator, and, by your actions, demonstrate over and over again that you are a person of character. Yoursquo;ll learn how to express yourself in ways that give others the chance to voice their concerns and questions, and earn their trust even when you donrsquo;t share their point of view. And as a result, yoursquo;ll forge bonds that will stand the test of time. In any professional arena, people listen to what you say, watch how you behave, and then ask themselves: Should this person be trusted? Will we do what this person says? Reputation isnrsquo;t something that just happenshellip;nor is it something you can afford to leave to chance. This invaluable book reveals powerful methods for building and leveraging a strong reputationmdash;and using it to achieve extraordinary results. Chris Komisarjevsky retired as worldwide chief executive officer of Burson-Marsteller, one of the worldrsquo;s leading global public relations and public affairs firms in 2005, after a 35-year career in public relations. He is the coauthor of Peanut Butter and Jelly Management. He lives in Atlantic Beach, New York. From the Back Cover ldquo;This powerful guide is the definitive book on reputation and your career. It gives you the tools to make the most of your talents and, more important, to prepare you for when things donrsquo;t go as planned. As Chris Komisarjevsky makes clear, reputation means everyshy;thingmdash;especially when the going is as tough as can be.rdquo; mdash; Tom Von Essen, New York Cityrsquo;s 30th Fire Commissioner, during September 11, 2001; author of Strong of Heart ldquo;[A] profound and practical bookhellip;. Building on a vast store of knowledge and experishy;ence, in captivating style, Chris Komisarjevsky offers readers a wealth of practical advice on what is required to build and preserve a reputation founded on integrity and trust.rdquo;mdash; William C. (Curt) Hunter, Dean of the Henry B. Tippie College of Business, University of Iowa ldquo;Given the growing impact of social media and personal branding on our lives and careers, this book couldnrsquo;t be more timely. Komisarjevsky successfully applies his vast

experience in corporate reputation management to individual reputation, and shows us that the two actually have much in common.” — Ron Alsop, author of *The 18 Immutable Laws of Corporate Reputation* and *The Trophy Kids Grow Up* — Chris Komisarjevsky provides the perfect combination of thoughtful insight, interesting examples, advice from business leaders, and the specific steps needed so the reader can negotiate the dangerous shoals that can destroy even the most highly cultivated reputation. Smart strategies throughout for achieving personal and professional goals. — Tobe Berkovitz, Ph.D., Associate Professor, Boston University, College of Communication — Chris Komisarjevsky has managed the reputations of many corporations during his long, successful career as the head of public relations firms — and through this book, he’s sharing with all readers his expertise on building and sustaining a good reputation. Read this book to see how important your good name is — and how to protect your reputation. — John Crudele, Financial Columnist, *New York Post* — In every career, reputation is king. Chris Komisarjevsky has done a masterful job in describing both the impact of one’s reputation and how to manage it. Essential reading for anyone who cares about their reputation. And that’s virtually everyone. — Kevin Goldman, former *Wall Street Journal* media reporter; and author of *Conflicting Accounts: The Creation and Crash of the Saatchi Saatchi Advertising Empire*