

Shaping The Corporate Image: An Analytical Guide For Executive Decision Makers

by Marion Gross Sobol; Gail E Farrelly; Jessica S Taper

Shaping the corporate image : an analytical guide for executive . (Original work published 1996). Sobol, M. G., Farrelly, G. E., Taper, J. S. (1992). Shaping the corporate image: An analytical guide for executive decision makers. Shaping the Corporate Image: An Analytical Guide for Executive . ?Shaping the Corporate Image: An Analytical. Guide for Executive Decision Makers. New York: Quorum. Value Line Investment Survey, October 1987, October Title: Corporate Identity Through IT Corporate Identity Through I.T. Organizing the front line: turning decisions into . - Bain & Company shaping the corporate image an analytical guide for executive . In 1992, Jessica co-authored Shaping the Corporate Image: An Analytical Guide for Executive Decision Makers. Her book was recently selected as one of the Investor Relations Bibliography - Public Relations Society of America Shaping the Corporate Image: An Analytical Guide for Executive Decision Makers in Books, Comics & Magazines, Non-Fiction, Other Non-Fiction eBay.

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