



# **A Short Guide to Reputation Risk (Short Guides to Risk) (Short Guide to Business Risk)**

*Garry Honey*

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There are all sorts of problems associated with reputation risk. Many organisations find that it doesn't fit neatly within operational risk; others struggle to allocate responsibility for it or to find ways of reporting effectively. Perhaps the biggest problem of all is that organisations often confuse reputation risk with reputation management...that is assuming they understand the concept at all. Garry Honey's "A Short Guide to Reputation Risk" offers a solution to these problems in a concise and direct book for board directors and risk managers. Using a number of simple models, he: explains reputation risk; differentiates it from other forms of risk; provides a series of tools for identifying, measuring and managing reputation risk; helps you assign responsibility for reputation risk in your management structure; and, shows how to integrate it with your organisation's strategy, your wider risk management strategy as well as your compliance and governance structures. Reputation risk is a topic with relevance across the organisation, from risk managers to corporate communication managers, from compliance manager to HR Director. Whatever your interest in the subject, "A Short Guide to Reputation Risk" provides a shorthand route to understanding the context and key features of this subject.

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