

**PRICE  
BREAK**

# Facebook Price

**Jacob Bernstein, Jake Bernstein**



## Facebook Price:

**Reputation, Stock Price, and You** Nir Kossovsky, Michael D. Greenberg, Robert C. Brandegee, 2013-01-28 All of our working lives we have heard the mantra a reputation lost is never regained Still the firms we work for admire and invest in seem to take costly reputation hits all too often Everyone interested in managing regulating or investing in public firms will find Nir Kossovsky's book a wonderful read through reputations won lost and regained over the last 20 years This is the first book which goes beyond platitudes to explain how to spot value destroying reputation risk and how to manage it or live with its consequences Couldn't be more timely Tom Skwarek Managing Director Structuring and Solutions Group Unicredit Bank AG previously Managing Director Corporate Strategic Solutions Swiss Re There are fiduciary reasons why corporate directors would benefit from reading this book There is also a personal benefit The collapse of a company's reputation can stain the personal reputation of its directors George Miles Member of the Board of Directors AIG EQT Harley Davidson HFF and Wesco Nir Kossovsky has written a gripping tale first educating the reader by distinguishing between corporate branding and reputation then alarming us with case histories of mismanagement of corporate reputational crises and finally reassuring all with a unique solution i.e. insuring against the risk of reputational loss John H Bennett Partner Global Brand Positioning previously Chief Marketing Officer Visa Inc While directors know reputation is important it often is treated as a vague good until something bad happens Nir Kossovsky does a great job with many examples of connecting reputation to stock price and to behaviors before and after crises If you are a director a senior manager or a regulator you should read this book and remember the lessons it offers There is no office which will restore reputation but careful planning and quick response as Nir points out can make a big difference Herbert S Winokur Jr former chairman on Enron's Board Finance Committee and a director of many for profits and non profits A company that takes a hit to its reputation BP after the Gulf oil spill Barclays after fiddling LIBOR News Corp after the phone hacking scandal enters a world of grief market value falls along with employee morale regulatory scrutiny increases and customers defect and boycott Reputation Stock Price and You Why the Market Rewards Some Companies and Punishes Others shows how a company's reputation is created and how reputational value impacts corporate P L and the personal finances of its many stakeholders Better yet it shows what you can do to profit from increase protect monitor evaluate restore and even insure reputational value If your job bonus options salary or investments depend on the stock price of a public company or on the sales profitability or value of a private company you need to read this book to understand the concrete steps you can take to improve your firm's reputation reduce risks to its finances and industry standing and reap the highest reputational dividends Using dozens of case studies Reputation Stock Price and You Explains how stakeholders and their expectations both shape and are shaped by a company's reputation Describes how reputations for ethics innovation good governance quality safety sustainability and security are created and lost Explains why both corporate and individual stakeholder behavior affect reputational value Shows how you

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Norton,2013-10-28 The fifteenth edition of Introduction to Finance Markets Investments and Financial Management builds upon the successes of its earlier editions while maintaining a fresh and up to date coverage of the field of finance Distinguished authors Ron Melicher and Edgar Norton continue to cover the three major financial areas institutions and markets investments and financial management Their effective structure equips instructors with maximum flexibility for how the course is taught and students with an integrated perspective of the different foundations of finance This survey of the basic knowledge concepts and terms of the discipline is appropriate for all students For those who do not plan to take additional courses in finance it provides a valuable overview For those who want to take additional coursework in finance it provides a solid foundation for their future studies and careers EBOOK: Corporate Finance Foundations - Global edition

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## Facebook Price Book Review: Unveiling the Magic of Language

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