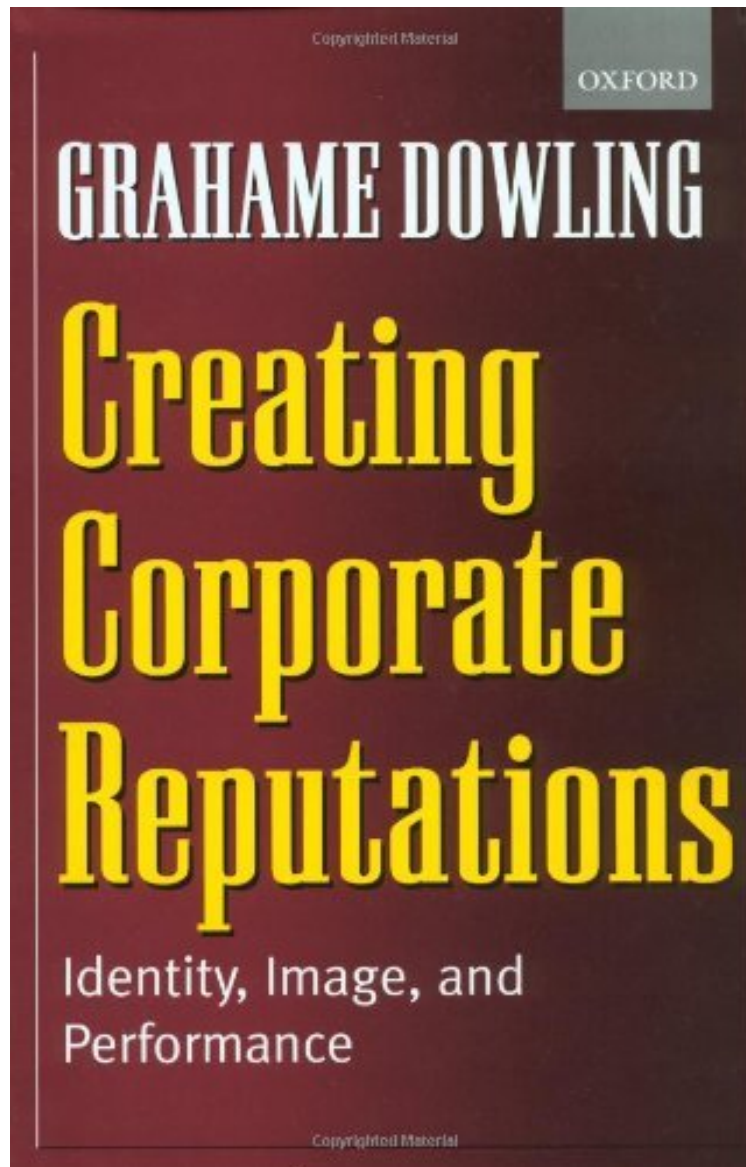


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Creating Corporate Reputations: Identity, Image, and Performance

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About the Author
Grahame Dowling, is professor of Marketing at the Australian Graduate School of Management. He is one of Australia's leading researchers and writers on marketing and its importance in today's successful corporations and organizations. In 1997, Dowling was named the Distinguished Marketing Researcher in Australia and New Zealand for his work on the adoption and diffusion of innovations.