

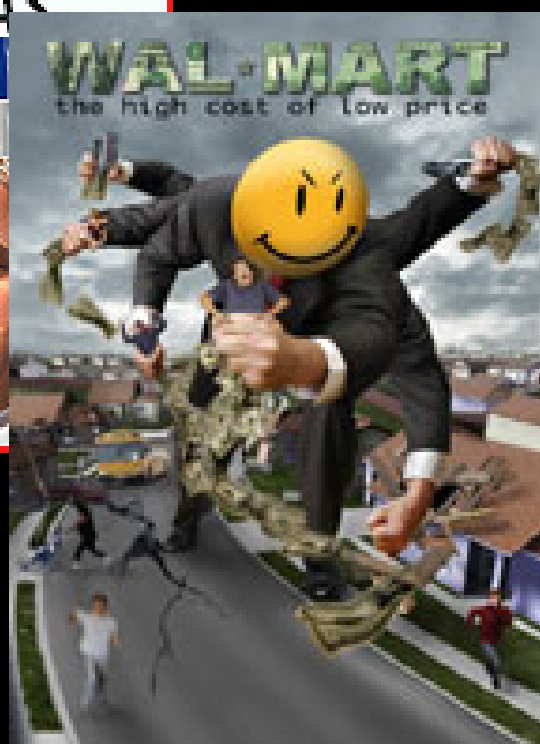
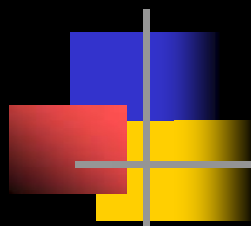


Reputation Management – Beyond the Obvious

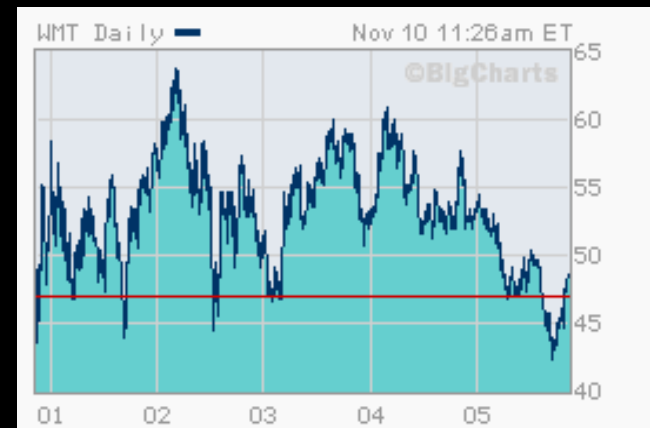
Daniel Diermeier

IBM Distinguished Professor of Regulation and Competitive Practice
&
Director of Ford Center for Global Citizenship

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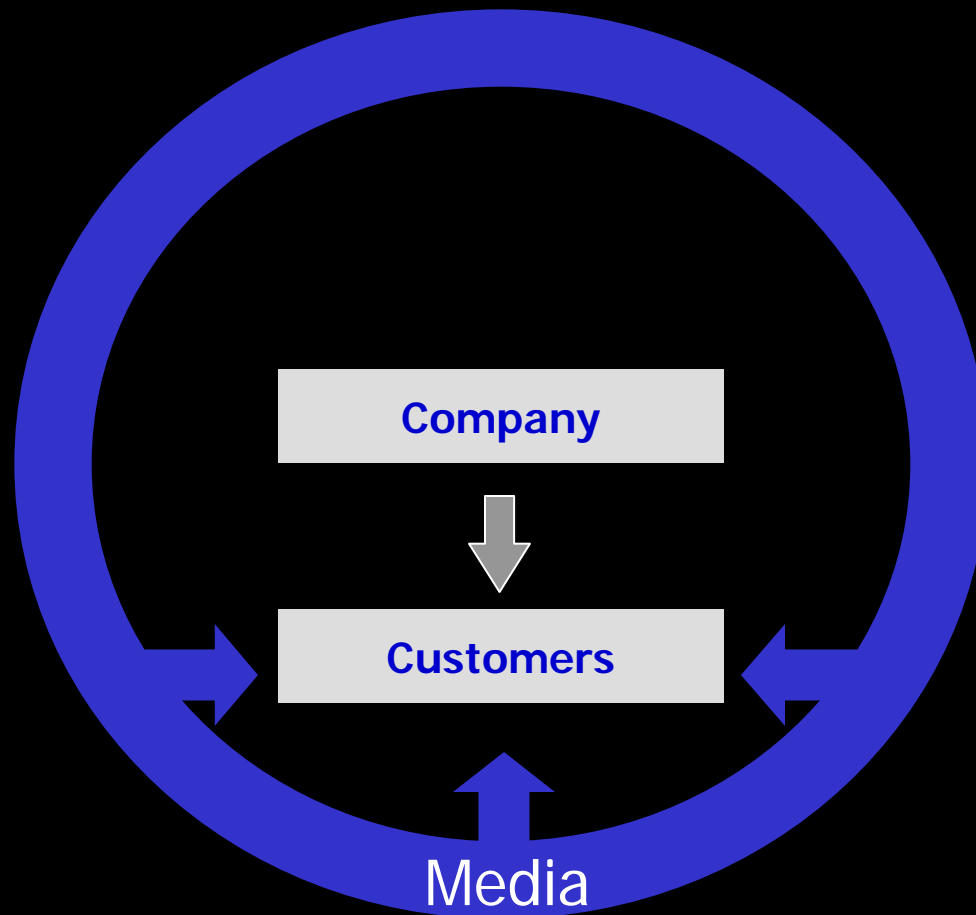
- 
- Wal-Mart's stock price has fallen 27%

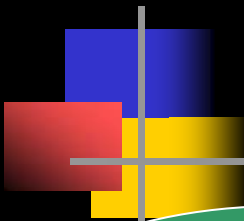


- Sales growth has slowed to an average of 3.5%
- Growing resistance to new urban stores (defeats in L.A., Chicago and New York)
- 2-8% of Wal-Mart consumers have ceased shopping because of negative reputation

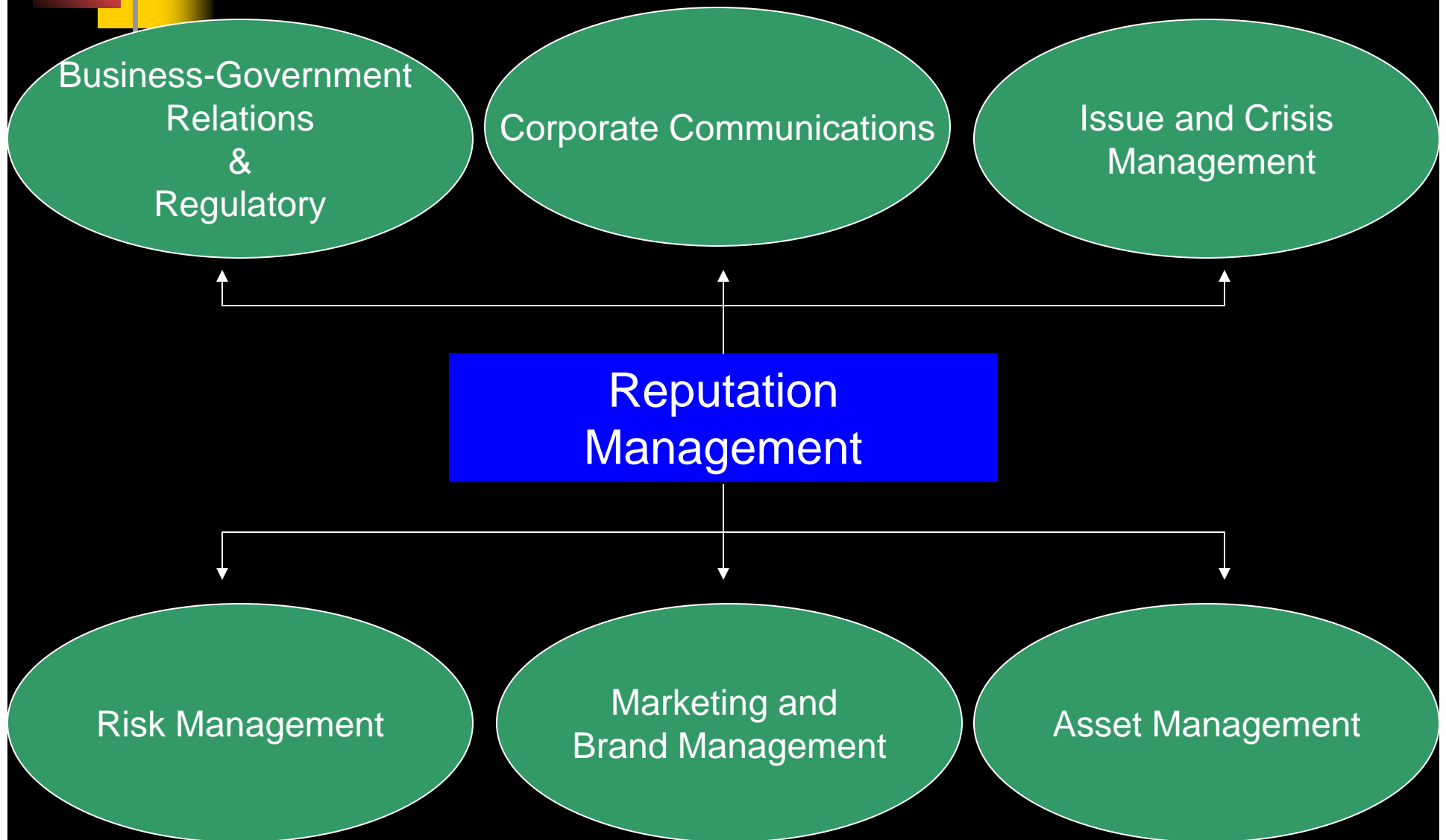


Beyond Customers





Reputation at the Core





Key Capabilities in Crisis and Reputation Management

Early Warning System



Measurement

Stakeholder Identification

Capability #1 - Early Warning System

Computer Science

SEMICLASSICAL DIMENSIONAL EXPANSION
FOR ATOMS IN EXTERNAL FIELDS

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The energy of bound and quasi-stationary states of atoms is expanded as a power series in $1/D$, where D is the dimensionality of coordinate space. A multidimensional continuation of the problem is performed, and D is treated as a continuous parameter with an initial problem corresponding to the physical value $D=3$. It is a semiclassical method, which is rather similar to the methods of molecular vibration analysis. The problem reduces to the Rayleigh — Schrodinger perturbation theory for an anharmonic oscillator. The expansion coefficients can be calculated exactly and to high order, using recursive relations.

Because of the divergence of the $1/D$ -expansion, the special summation methods, taking into account the behaviour of the coefficients at large orders, are used. Earlier, the asymptotics of large orders of the $1/D$ -expansion has been studied both numerically [1] and analytically [2]. Typically, the coefficients in the expansion grow as factorials $E_k \sim c_0 D^k k!$. Here, two aspects of the problem involved are concerned.

Firstly, the appropriate modification of Padé — Borel summation procedure is proposed, designed to take into account the parameters a and β of the asymptotics which can be calculated exactly. So, the singularity of the Borel function is approximated properly. As a result, the procedure considerably accelerates the convergence.

Secondly, the divergence of the $1/D$ -expansion for excited states is considered. A numerical test has revealed the presence of square-root singularities of the energy function for $1s$ $2s$ $3s$ state of helium [3]. Here, it is proved that such singularities originate from a crossing of energy levels. It leads to a non-factorial growth of the expansion coefficients $E_k \sim c_0 D^k k^{-D}$, where D_c is a dimensionality when the crossing occurs. The parameters c_0 and D_c are found analytically. Suitable modification of $1/D$ -expansion is proposed which avoids the troubles related to strong divergence of the $1/D$ -series for near-crossing energy levels.

As a typical example, a hydrogen atom subject to parallel electric and magnetic fields is investigated in detail. The large-order dimensional perturbation theory allows one to obtain highly accurate energies and widths.

1. M. Lopez-Cabrera, D. Z. Goodson, D. R. Herschbach, J. D. Morgan, Phys. Rev. Lett. 68, 1992 (1992); J. Chem. Phys. 97, 8481 (1992).

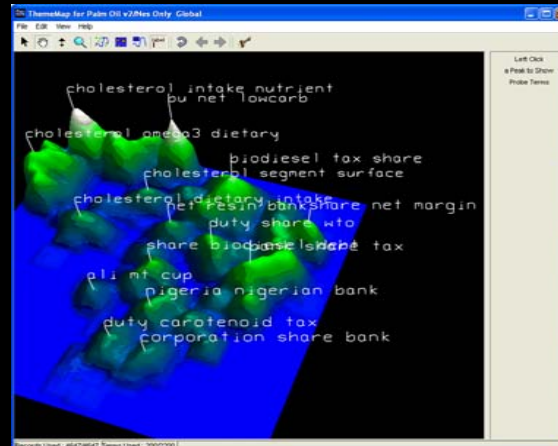
2. V. S. Popov, A. V. Sergeev, Phys. Lett. A 172, 193 (1993); Pisma v ZhETF (JETP Letters) 57, 273 (1993).

3. D. Z. Goodson, D. K. Watson, Phys. Rev. A 48, 2668 (1993).

- News
- Web
- Reports

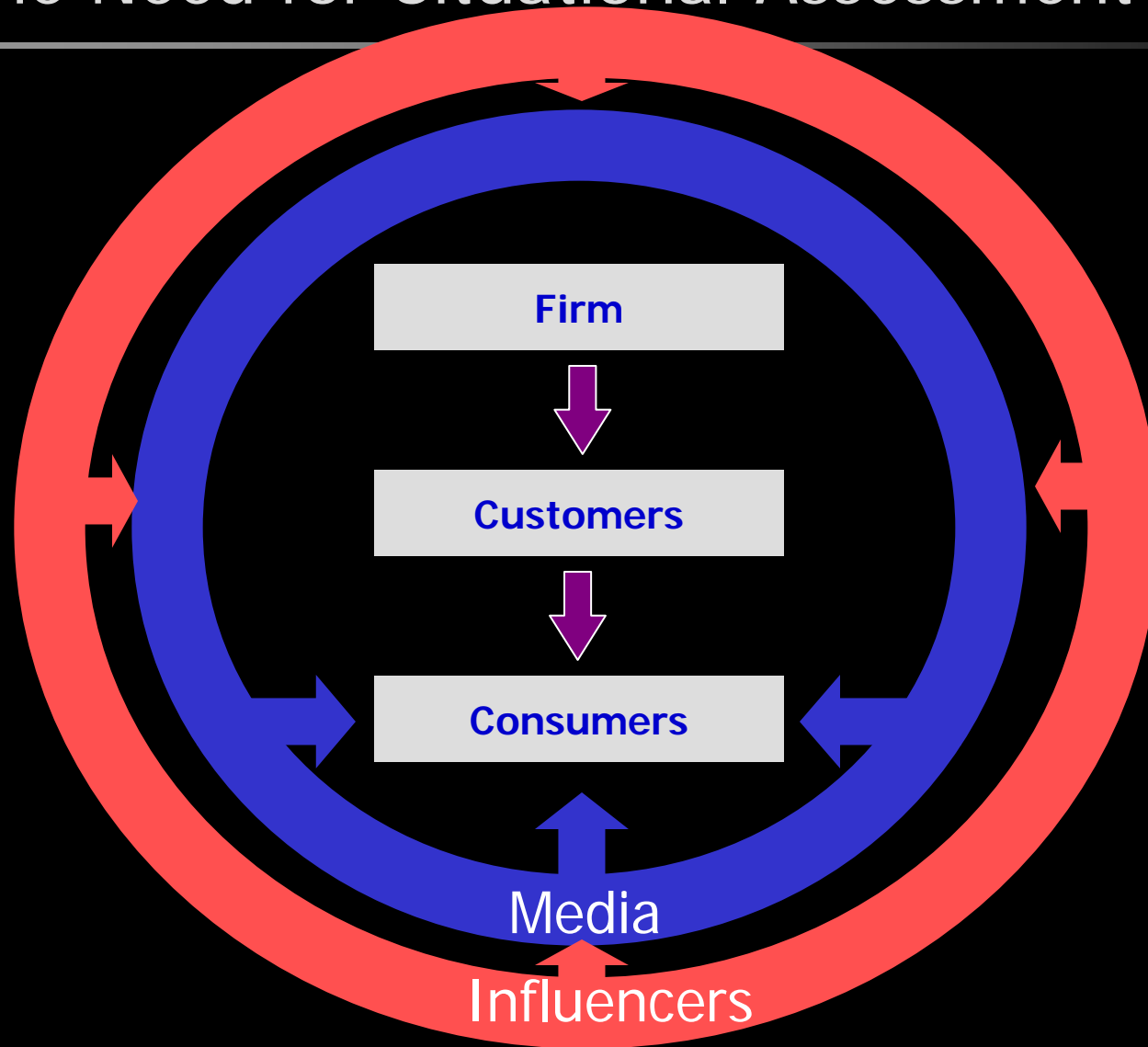
- Text Analytics
- Affect Engines
- Reputation Management

Neuro Science

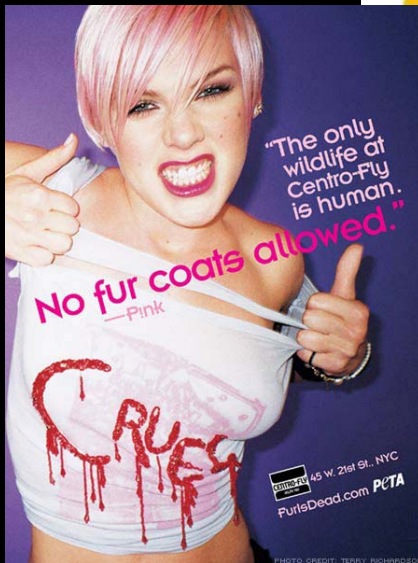


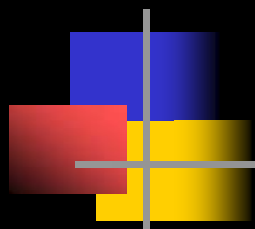
- Beliefs
- Emotions
- Actions

The Need for Situational Assessment

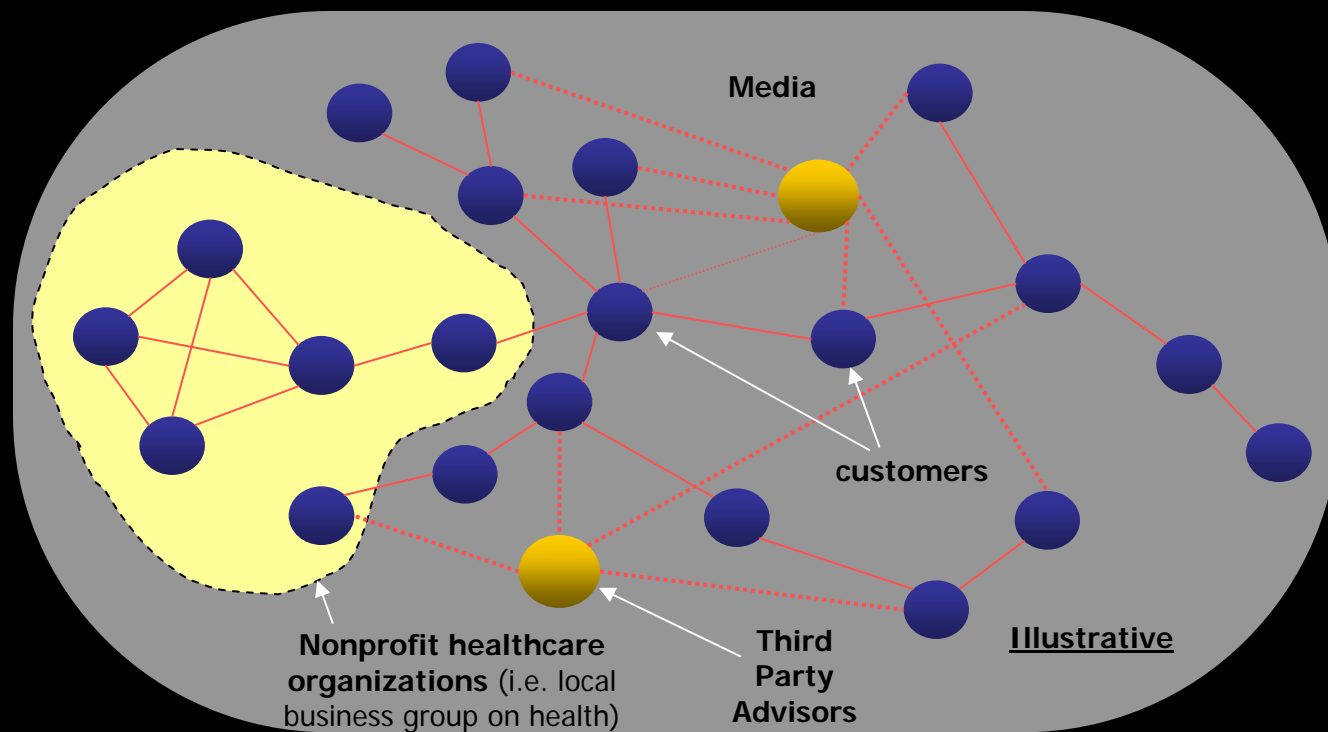


Counter-Branding – McDonald's





Trust Networks



Credibility Ladders Differ by Country

Credibility Examples Of Food - Europe



Credibility Examples Of Food - U.S.



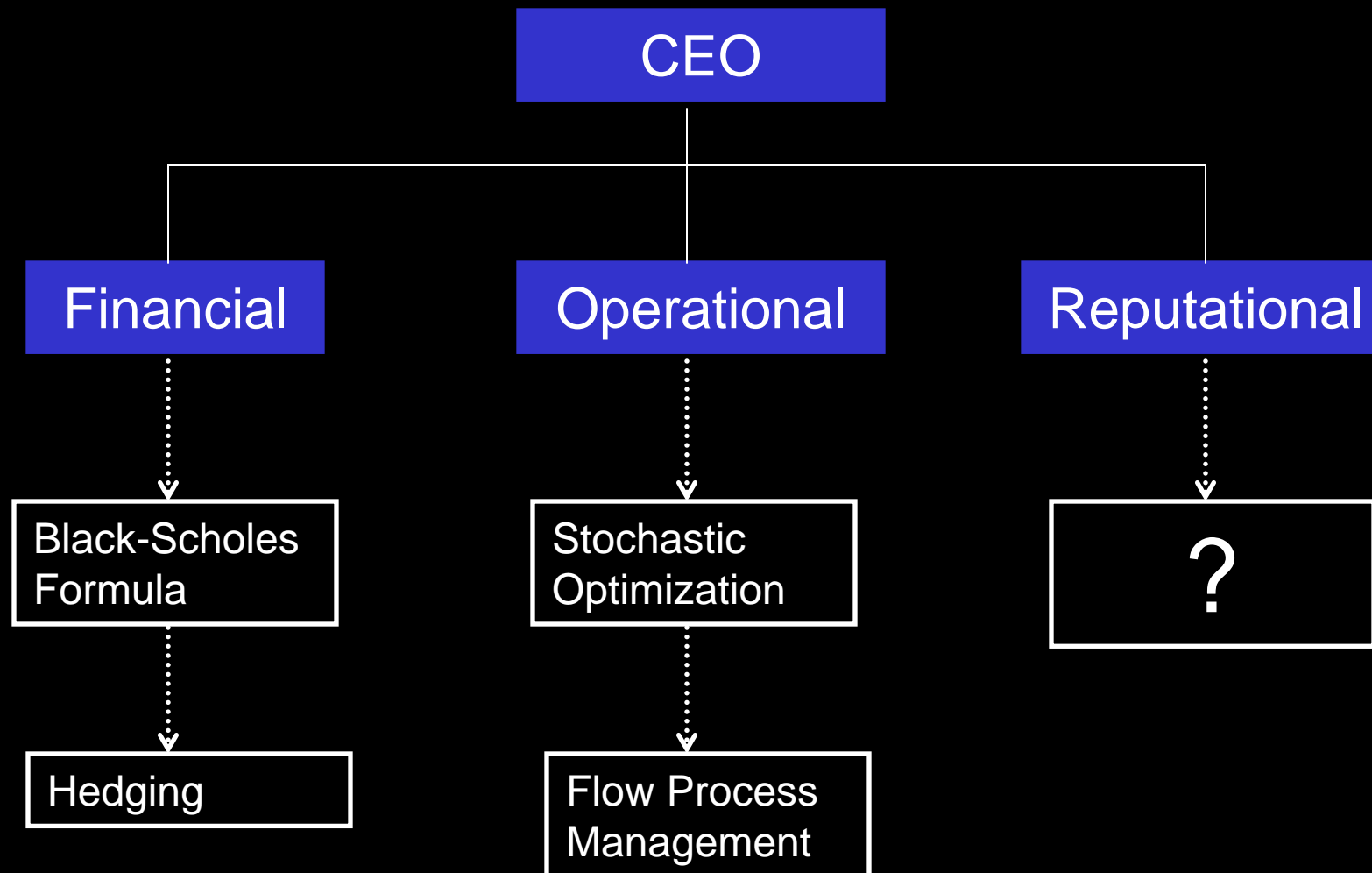
Credibility Examples Of Food - U.K.



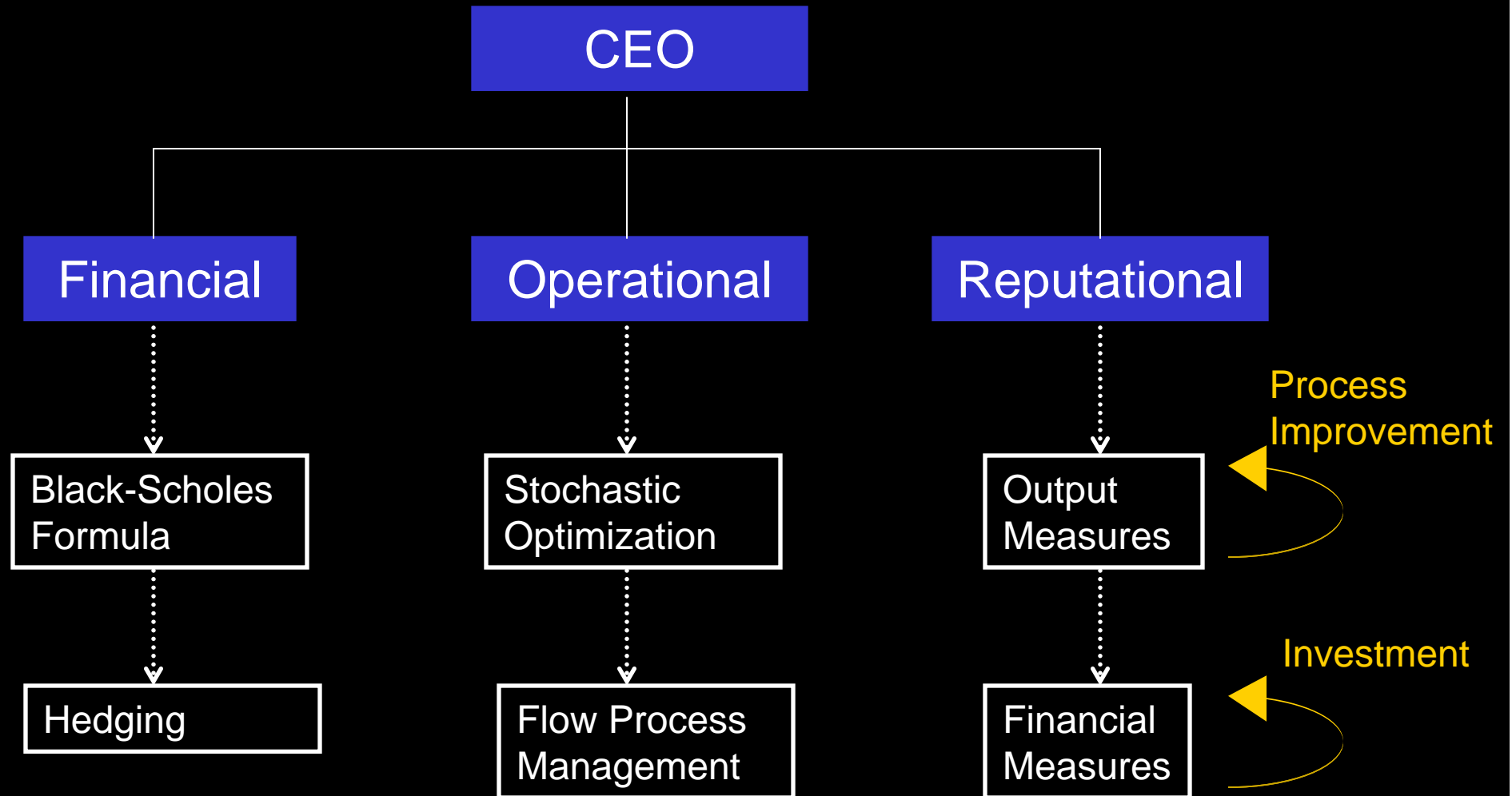
Credibility Examples Of Food - Japan



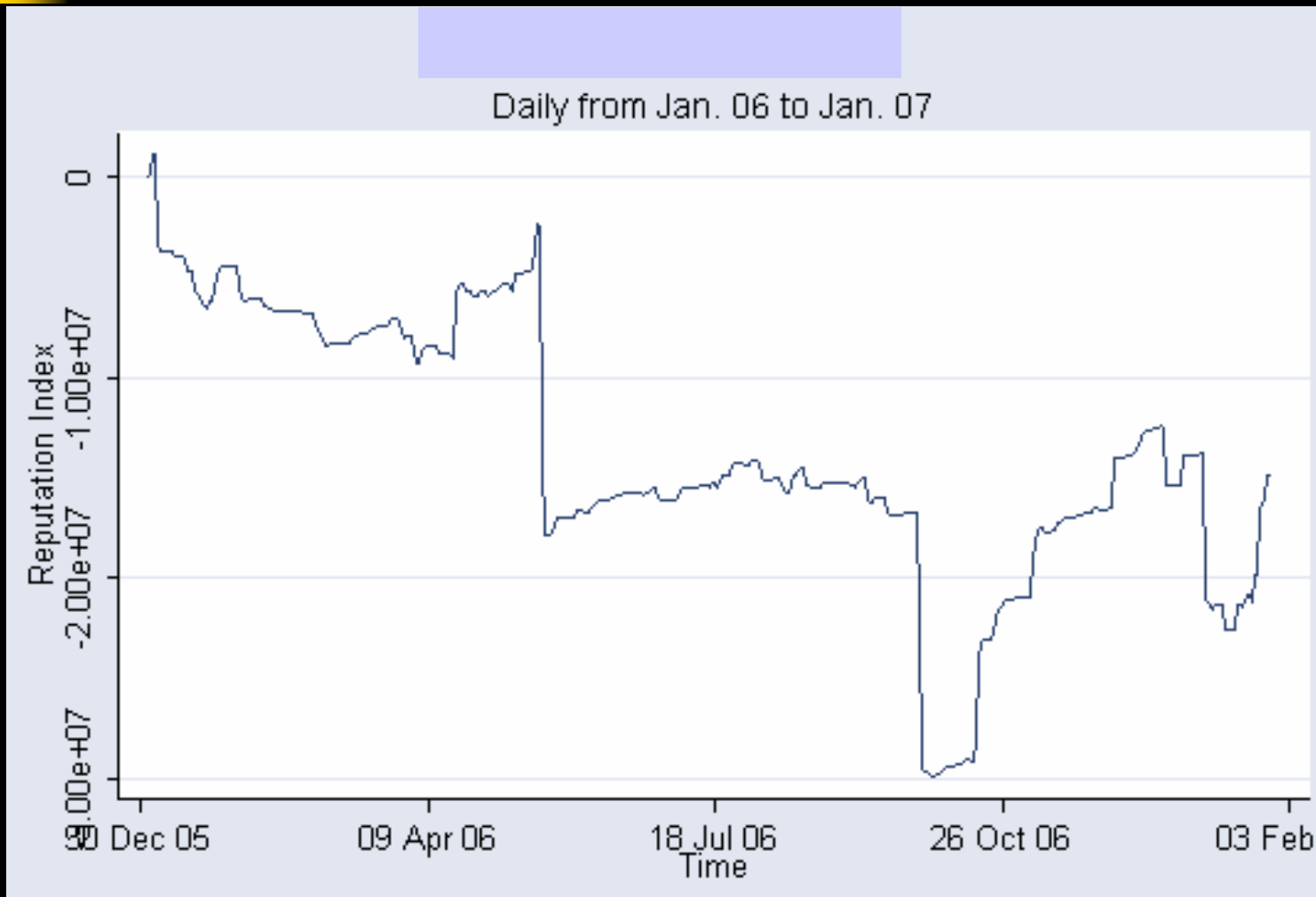
Capability #3 - Measuring Reputation



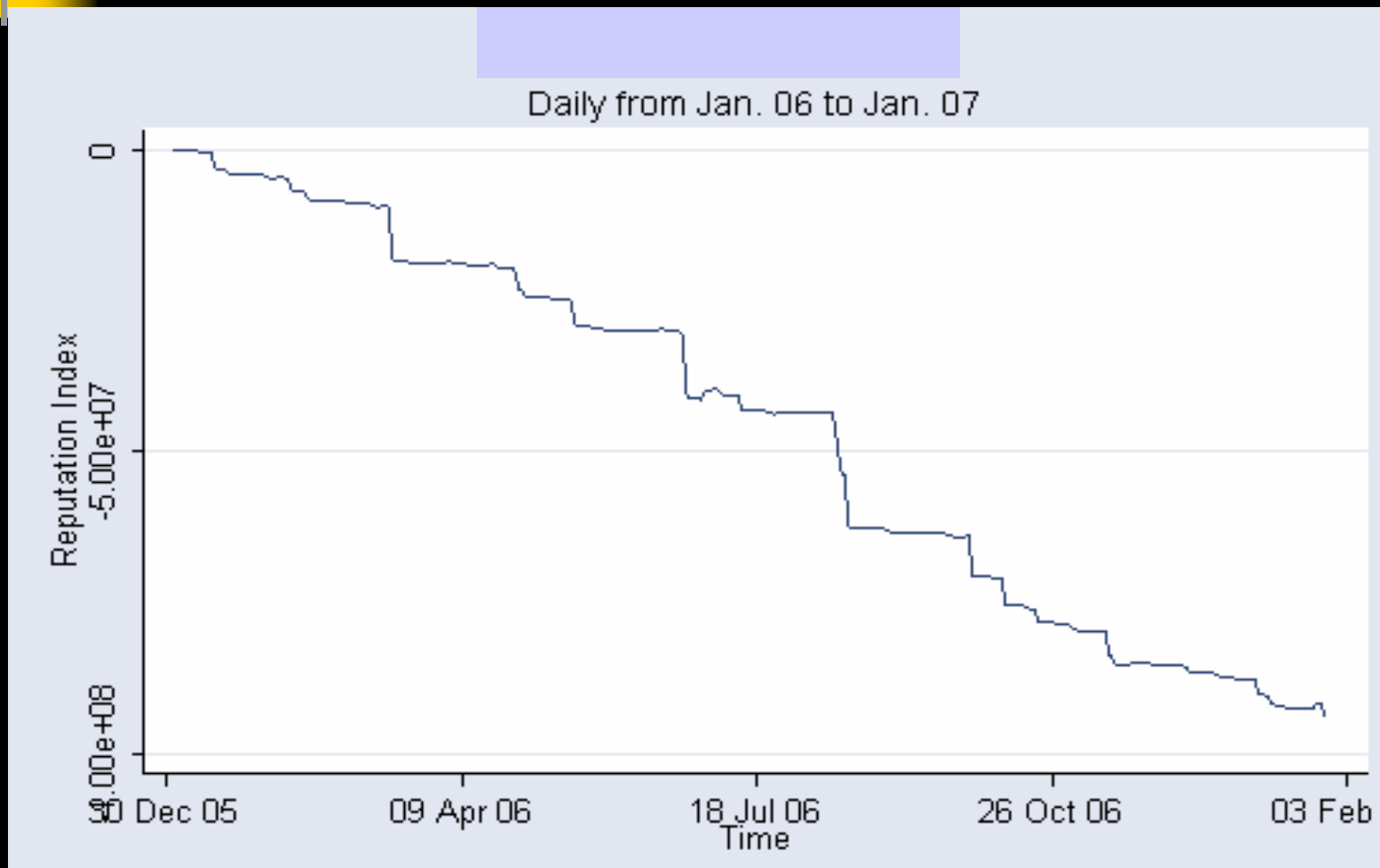
The Problem of Measurement



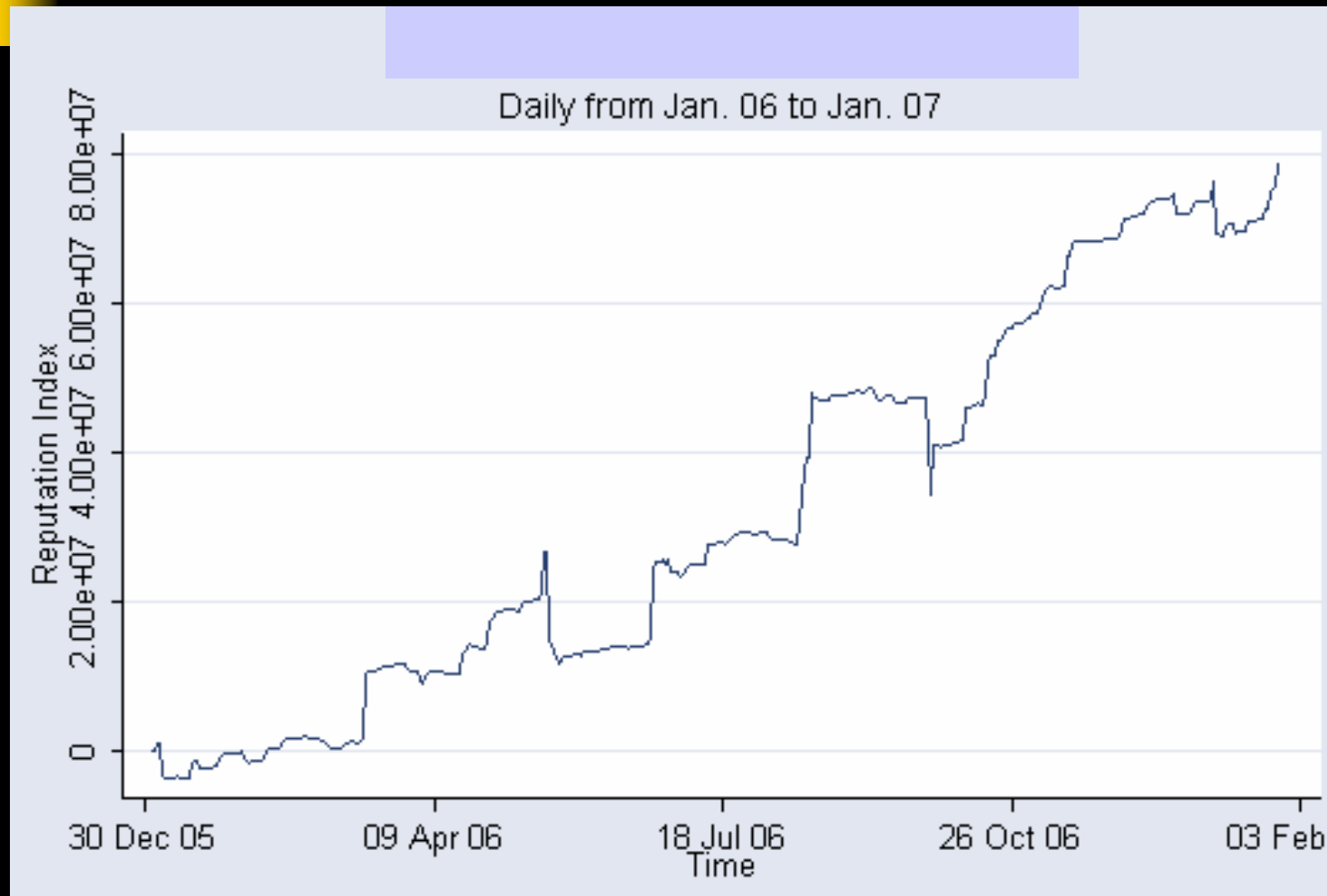
Reputational Equity: Company X



Reputational Equity: Product Y



Reputational Equity: Company X without Product Y





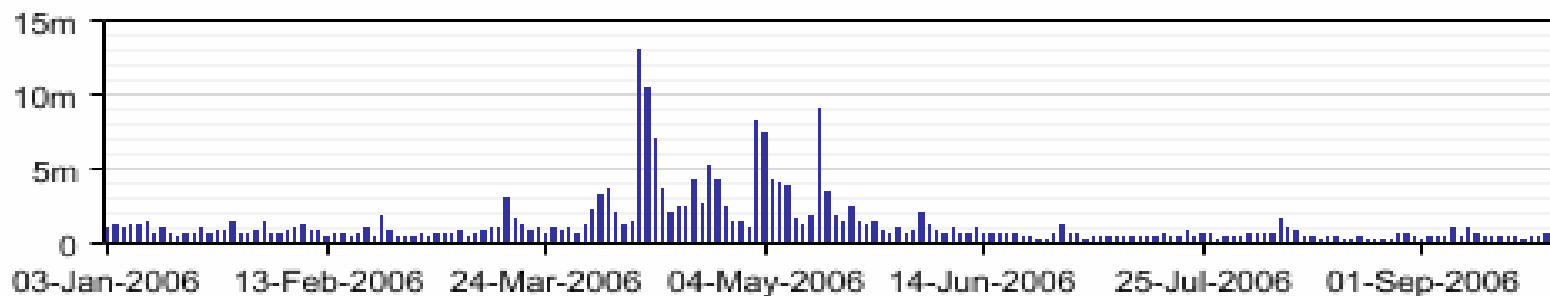
Recall of Bausch & Lomb's ReNu - Background

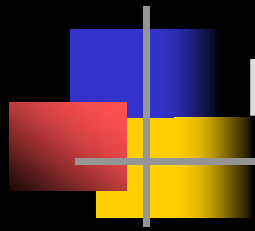
- ReNu with MoistureLoc linked to potentially blinding fungal infection
 - US Center for Disease Control and Prevention announces results of its investigation on April 10, 2006
 - Within 48 hours Bausch & Lomb's stock price dropped from \$57.67 to \$45.61
 - a 21% drop
 - drop was sustained - recent stock price is \$46.06 (8/26/06)
 - Equals \$637 million dollars in destroyed shareholder value (April-August 2006) !
- But: Singapore's Health Ministry had linked the product to the infection on February 22!

Example: Recall of Bausch & Lomb's ReNu



Volume





Reputation Management System

