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"Reputation Management:

Communication Tools and Techniques for Taking Charge of Your Career"

Todd Hunt

The electronic book Reputation Management grew out of a workshop course called "Personal Public Relations" that Prof. Todd Hunt offered through SCILS' Professional Development Studies program.

Upon retirement in 1998, Prof. Hunt prepared a conventional print book manuscript from the course materials, with the idea of using it in subsequent workshop courses. However, he became intrigued with the idea of presenting the material online as an "e-book." He renamed the book to widen its appeal and to capitalize on the term reputation management that has emerged as a way of labeling the many types of activity and behaviors that can enhance the standing of an organization or an individual within an organization. In addition to the principles of public relations, the book now draws on many concepts of organizational communication as it is taught at SCILS.

Prof. Hunt found that converting from print to online presentation meant downplaying the linear presentation of a print book on the assumption that online readers would navigate through the material in a variety of ways according to their interests and needs. Thus you will find that there are no chapters in the table of contents, just "sections" and "parts" you can click on to visit them instantly.

The e-book was presented to SCILS as Prof. Hunt's contribution to our students and alumni, in appreciation of the many happy and positive experiences he had during his 30 years on the teaching faculty. He continues at Rutgers in the role of Director of the Retired Faculty Association of Rutgers University, an organization he help start in 1999. He serves on the SCILS Dean's Advisory Board.

Originally, we had intended to make the e-book available exclusively to SCILS students and our alumni, using a password system. But we want to share this unique form of publishing with the entire university community, which is why you find open access to it here. Please note that the information is protected by copyright. Academic and professional organizations are welcome to link to the site.



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