



Organizational Reputation in the Public Sector (Routledge Critical Studies in Public Management)

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A favorable reputation is an asset of importance that no public sector entity can afford to neglect because it gives power, autonomy, and access to critical resources. However, reputations must be built, maintained, and protected. As a result, public sector organizations in most OECD countries have increased their capacity for managing reputation. This edited volume seeks to describe, explain, and critically analyze the significance of organizational reputation and reputation management activities in the public sector.

This book provides a comprehensive first look at how reputation management and branding efforts in public organizations play out, focusing on public agencies as formal organizations with their own hierarchies, identities, and cultures – existing in a network of other public organizations with similar or different functions, power, and reputation. From this unique organizational perspective, the chapters in this volume examine issues such as organizational identity, power, conflict, politics, culture, and symbolism within the public sector. Paying specific attention to strategies and processes, and illustrating with examples from the countries of Belgium, Denmark, Norway, Ireland, Israel, Italy, and Sweden, the book deepens our understanding of reputation management efforts at various levels of government.

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