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This notion is summed up in the phrase, corporate diplomacy. Professor Witold Henisz recently published a book called Corporate Diplomacy: Building Reputations and Relationships with External Stakeholders. BRINK spoke with Professor Henisz about what corporate diplomacy means for corporations and why it is important.

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In a world of viral digital media, external stakeholders can dramatically influence corporate reputations and shareholder value. In his informative new book, Corporate Diplomacy, author Witold Henisz — Deloitte & Touche Professor of Management at The University of Pennsylvania's Wharton School — outlines the competitive need for a strategic integration of stakeholder-facing functions, to ...

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