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differentiate reputation from other constructs and intangible assets; offer guidance on measuring reputation; consider the role of reputation as a corporate asset and how a variety of factors, including stage of life, nation of origin, and the stakeholders considered affect its ability to create value; and explore corporate reputation's role more broadly as a regulatory mechanism. Finally, they also discuss how to manage and grow reputations, as well as repair them when they are damaged. In discussing these issues this Handbook aims to move the field of corporate reputation research forward by demonstrating where the field is now, addressing some of the perpetual problems of definition and differentiation, and suggesting future research directions.

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Business strategy is not an abstract concept; it is a type of work that is designed for complex theoretical conceptualization. While there are numerous sources exploring the theoretical ideas of strategy, very few demonstrate the real value of strategy tools, concepts, and models in practice. Cases on Digital Strategies and Management Issues in Modern Organizations is a pivotal reference source that provides original case studies designed to explore various strategic issues facing contemporary organizations, evaluate the usefulness of strategy tools and models, and examine how successful and failing companies have faced strategic issues with practical ideas and solutions. While highlighting topics such as business ethics, stakeholder analysis, and corporate governance, this publication

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demonstrates various ways that different models/tools can be applied in different types of companies for various purposes and from diverse perspectives. This book is ideally designed for managers, executives, managing directors, business strategists, industry professionals, students, researchers, and academicians seeking current research on key business framework strategies.

China's outward foreign direct investment, for which Australia is one of the largest destinations, has rapidly increased and become an important source of global capital. Nevertheless, Chinese investors have encountered many challenges in making their investment decisions and managing their foreign direct investments for sustainable development and

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profitability. Managing Chinese Outward Foreign Direct Investment focuses on the management of Chinese outward foreign direct investment, particularly foreign subsidiaries established through merger and acquisition, at the organisational level. Considering investment as a process, the book addresses complex managerial issues from strategic entry decisions to corporate sustainable development. Particular emphases have been placed on the post-acquisition integration and management such as liability of foreignness mitigation, post-acquisition integration, corporate control and governance, human resources and cross-cultural management, and corporate social responsibility.

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