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Title	Identity, image and corporate reputation
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Abstract	<i>Corporate identity, image and reputation represent intangible assets which have greater and greater importance for the competitive character of the organizations as the modern economies advance to tertiarisation. The corporate identity is directly associated with the personality and self-perception of the organization. The corporate image is the result of the public representations and impressions about the organization. The corporate reputation may be seen as a product of comparisons which the public makes between the organizational image and the ideal type of organization. The coherent administration of these factors gets a more and more obvious strategic character.</i>
Keywords	identity, image, reputation, communication, coherence, organizational culture;
J.E.L. Classification	M14, M37