



## **Corporate Reputation: Connecting Fantasies with Reality**

Ipsos unravels customer satisfaction and retention history, mythology, and reality

**April 5, 2006, Paris, France** — How can corporations increase the concordance between their projected image and the real one, thus strengthening the corporation's credibility at a time when brands suffer from a legitimacy crisis? The answer is the impetus for "Corporate Reputation: Connecting Fantasies with Reality," the latest edition of *Ipsos Ideas*.

Experts from Ipsos' Public Affairs, Corporate Reputation, and Employee Relationship Management teams around the globe offer insight into how corporations can increase the concordance between their image and their reality—deepening trust with consumer-clients, media, and employees, and ultimately, building corporate resiliency.

Articles include "Building Stakeholder Relations" by Stewart Lewis, leader of the Ipsos MORI Reputation Centre in London, "The Resiliency Concept" by Darrell Bricker, President and COO of Ipsos Public Affairs in North America, "Corporate Reputation with Consumer-Clients" by Nando Pagnoncelli, CEO of Ipsos Italy, "Employees and Companies: Towards a Transactional Relationship" by Antoine Solom, Head of the Employee Relationship Management (ERM) practice at Ipsos France, and "How Institutional Investors Assess Companies" by Roger Stubbs, Deputy Managing Director and Research Director of Ipsos MORI.

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### **About Ipsos**

Ipsos is a leading global survey-based market research company, owned and managed by research professionals. Ipsos helps interpret, simulate, and anticipate the needs and responses of consumers, customers, and citizens around the world.

Member companies assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media. They measure public opinion around the globe.

Ipsos member companies offer expertise in advertising, customer loyalty, marketing, media, and public affairs research, as well as forecasting, modeling, and consulting. Ipsos has a full line of custom, syndicated, omnibus, panel, and online research products and services, guided by industry experts and bolstered by advanced analytics and methodologies. The company was founded in 1975 and has been publicly traded since 1999. In 2005, Ipsos generated €717.8 million (\$853.8 million U.S.) in total revenues, of which 34% came from its North American operations.

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