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### **Relationship of Reputation and Risk : Strategies for**

Although CEOs agree that reputation has a valueâ€”is an assetâ€”few firms actually treat it as such. Few companies or nonprofits take a rigorous, quantifiable approach to reputation managementâ€”measuring, monitoring, and managing reputation assets and liabilitiesâ€”yet such an approach is intrinsic to the concept of asset management.

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