



For Immediate Release

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***The Reputation Risk Handbook just published:
First systematic guide to tackling a critical 21st century risk***

NEW YORK – October 1, 2014 – In her latest book, [The Reputation Risk Handbook: Surviving and Thriving in the Age of Hyper-Transparency](#), Dr. Andrea Bonime-Blanc, CEO and Founder of GEC Risk Advisory, explores how to identify, manage and resolve reputational risk, one of the most complex, misunderstood and critical risks of the hyper-transparent 21st century.

“Reputational risk is a little understood and strategically critical phenomenon which in this digital era of reputational impact at the speed of light has become a key global risk facing all types of organization – from business and for-profits to non-profits and governments,” said Dr. Bonime-Blanc. “It is imperative that all types of leaders realize that reputation risk is here to stay – the “Age of Hyper-transparency” will only augment its presence well into the future. For this reason and more, organizational resilience, sustained profitability and success will strongly depend on how well leaders manage not only their reputations but reputation risk.” She added “Reputation risk management needs to align with the strategy of the organization and if done properly will not only mitigate the downside but build the upside: additional enterprise value”.

The Reputation Risk Handbook provides a clear framework to help identify, manage and resolve risk, including:

- A clear description of what reputation risk is and how it fits within the pantheon of corporate and institutional risk and strategic management
- A practical process for creating early warning systems and on-going management and monitoring of reputation risks
- Techniques for aligning reputation risk management with business strategy and business planning
- Several case studies, including examples of when reputation risk management has gone wrong
- Examples of how to manage specific reputation risks successfully or deal with a reputation risk crisis.



GEC Risk Advisory
Transforming Risk into Value®

The Reputation Risk Handbook is published by UK-based publisher [Dō Sustainability](#) and is now available for purchase at <http://bit.ly/1mIWCrN>

About GEC Risk Advisory

GEC Risk Advisory is a global governance, risk, integrity, reputation and crisis advisory firm providing strategic counsel and consulting services to boards, executives, investors and advisors, in multiple sectors including financial, utility, technology, manufacturing, infrastructure, think tank, higher learning and professional services. Specialties include strategic and enterprise risk management; risk-based crisis scenario planning, workshops and advice; architecture and alignment of governance, risk and reputation with business strategy; creating, evaluating and structuring global risk, ethics, corporate responsibility and compliance programs including global anti-corruption and supply chain; and *Transforming Risk into Value* workshops. GEC Risk provides clients a constructive, multi-cultural and strategic approach aimed ultimately at improving stakeholder trust and enterprise value. For more information, please visit: www.gecrisk.com

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