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Heard All the Buzz About 'Doing Good in Society,' Sustainability and Responsible Giving? Don't Know Where to Start?

Reputation Dynamics Provides Corporate Responsibility Seminar at Special Introductory Rate to Help Companies Educate Stakeholders and Advance Programs

New York, March 11, 2008 - New York, March 11, 2008 - Reputation Dynamics, a reputation management and corporate responsibility (CR) advisory services firm, provides educational sessions for corporations, non-profits and individuals to learn all about corporate responsibility, role and impact on business and society, as well as how to get started.

"Corporate responsibility (CR) is the evolution of a new management paradigm and a key component for safeguarding reputation and competitive business edge even in an economic slowdown," said Samantha Taylor, Reputation Dynamics founder and president. "Some companies have embraced and enjoyed substantial benefits from their CR programs, while others have either postponed development or have fragmented approaches."

In fact, according to a recent survey conducted by IBM among corporations - **"76% of Businesses Surveyed Admit They Don't Truly Understand Their Customers' CR Concerns."**

Today, companies are under the gun to implement effective CR initiatives to address society's widespread challenges including poverty, disease, environmental issues and global warming - all in conjunction with driving profit.

CR includes a variety of social, economic and environmental activities by companies that demonstrate their commitment to society on a local or international level, responsible business operations, and accountability of charitable contributions. These policies and programs can be designed to complement and enhance a company's business strategy, mission, cultural values and improve performance.

The collaborative session, led by Samantha Taylor, will address trends, best practices and approaches for aligning 'Doing Good in Society' with business, stakeholder and community needs. The agenda typically includes the following elements:

- Growth and role of corporate responsibility
- Impact on brand, reputation and performance
- How to properly select and align causes
- How to engage employees and customers
- Approaches on integrating initiatives into the organization
- Collaborating with NGO/non-profit partners
- Perspectives on emerging trends and causes in need
- Positioning and messaging
- Research, case studies and best practices
- Tools, techniques and resources

About Reputation Dynamics: Founded by Samantha Taylor in 2005, Reputation Dynamics provides reputation management, communications and corporate responsibility advisory services for executive management and their teams to protect and enhance the reputation of their brands, products and services. The company specializes in the development and implementation of stakeholder-driven programs, as well as proper alignment of *Conscious Commerce* initiatives for both for and not-for-profit clients.

