

Corporate Diplomacy Building Reputations And Relationships With External Stakeholders

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His research has been published in top-ranked journals in international business, management, international studies and sociology and he is the author of the book Corporate Diplomacy: Building Reputations and Relationships with External Stakeholders.

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This notion is summed up in the phrase, corporate diplomacy. Professor Witold Henisz recently published a book called Corporate Diplomacy: Building Reputations and Relationships with External Stakeholders. BRINK spoke with Professor Henisz about what corporate diplomacy means for corporations and why it is important.

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