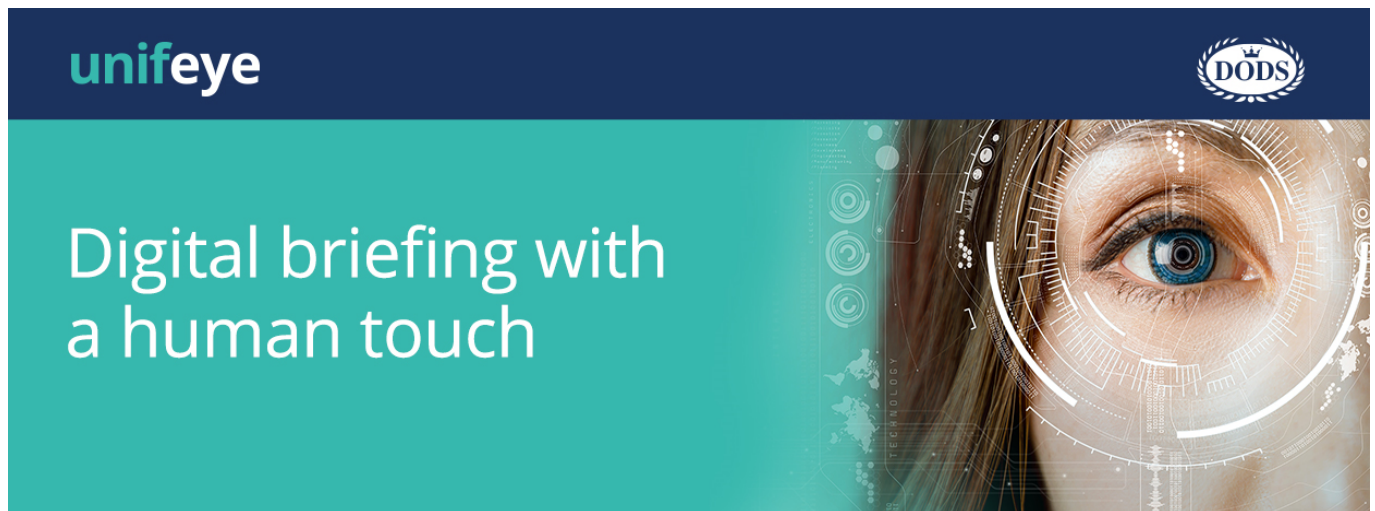




Published on *Dods Information* (<http://www.dodsinformation.com>)

[Home](#) > The Misadventures of Automation and the Impact on Managing Corporate Reputation

The Misadventures of Automation and the Impact on Managing Corporate Reputation



Social media is exploding. For organisations, this presents not just an opportunity, but a critical need to capture, understand and connect with a new wealth of publically available intelligence. Managing your organisation's reputation without the ability to faultlessly identify critical perceptions and sentiments towards your brand is a real challenge.

Download this insight article to find out how to effectively manage your corporate reputation with leading PR-tech and human expertise to give your corporate communication professionals the tools to prevent an issue becoming a crisis.

First Name *

Last Name *

Organisation *

Email address *

Job Function * ▼

Job Title *

Industry * ▼

Telephone number *

How did you find out about this article? * ▼

News and updates

By ticking this box you agree to receive emails such as relevant news, product updates and offers from Dods Group Plc and its subsidiaries.

Clients

Tick this box if you are an existing Dods client

Submit

Source URL: <http://www.dodsinformation.com/misadventures-automation-and-impact-managing-corporate-reputation>