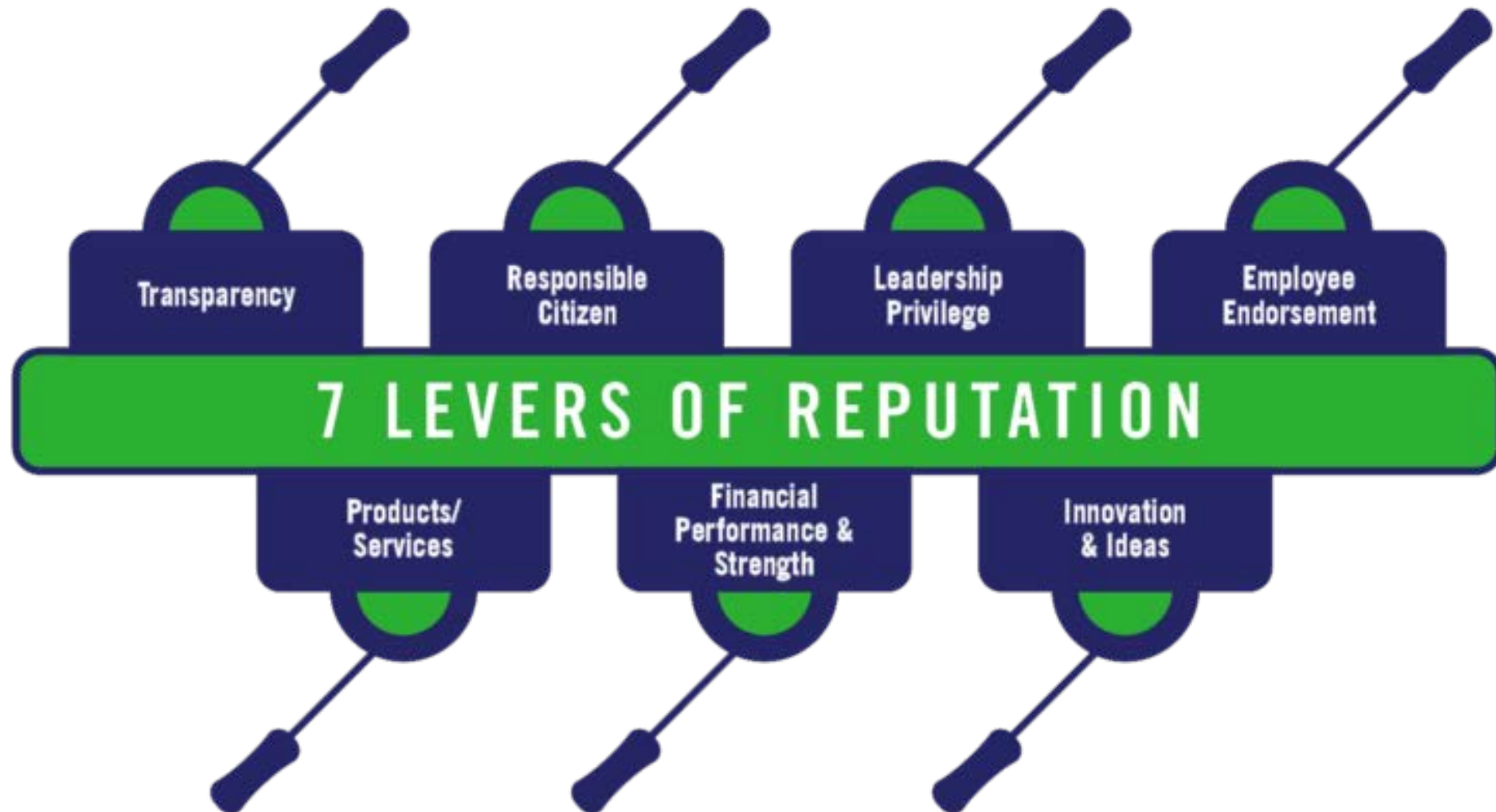


**A Company Owns Its Brand;
the Public Owns Its Reputation.**



7 Levers of Reputation



The Reputation Excellence Model

