

the company's reputation and the company's ability to attract and retain the best talent. These are the two main reasons why a company should care about its reputation (Fombrun and Linstead 1998).

As a result of the above-mentioned changes in the business environment, a company's reputation has become an important asset for the company. In fact, a company's reputation has become a key factor in determining the company's success (Fombrun and Linstead 1998).

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