



Simpson Grierson partner and media lawyer Tracey Walker has authored a new legal guide focussing on managing a company's reputation.

'Reputation Matters: A Practical Legal Guide to Managing Reputation Risk' is a new practical legal guide addressing the challenges of managing a company's reputation in today's increasingly complex media environment.

Published by CCH, the book explains legal issues relating to reputation management and protection, covers key aspects of the law and corporate communication, and provides tips on how to avoid communication pitfalls to minimise legal risk. A chapter identifying potential risks posed by new media is also included. Tracey Walker comments:

*"The sheer number of media sites in today's communication age means that companies are exposed to reputation attacks from multiple sources across multiple platforms. It is more profitable to manage reputation than to mop up damage after a crisis, but when the crisis occurs there is almost inevitably a legal dimension – it could be an event with potential regulatory consequences which has triggered the crisis or the communications strategy itself may create legal exposure."*

*"Corporate reputation is an intangible and invaluable asset, and a greater vigilance than ever is needed to protect and manage it. Understanding the legal issues and an awareness of the red-flags helps to manage the crisis and the risk to reputation."*

The book is a practical guide for New Zealand communications managers, public relations practitioners, online community managers, lawyers in private practice, corporate counsel and anyone charged with managing the company's reputation.

Tracey Walker is a partner in Simpson Grierson's media litigation team with over 20 years' experience advising media corporations on reputation management and intellectual property enforcement issues.

Simpson Grierson is a full-service law firm providing advice across all areas of commercial law. We have over 370 people, including 48 partners and more than 230 lawyers in Auckland, Wellington, and Christchurch.

For more information please visit: <http://www.simpsongrierson.com/partners/tracey-walker/>