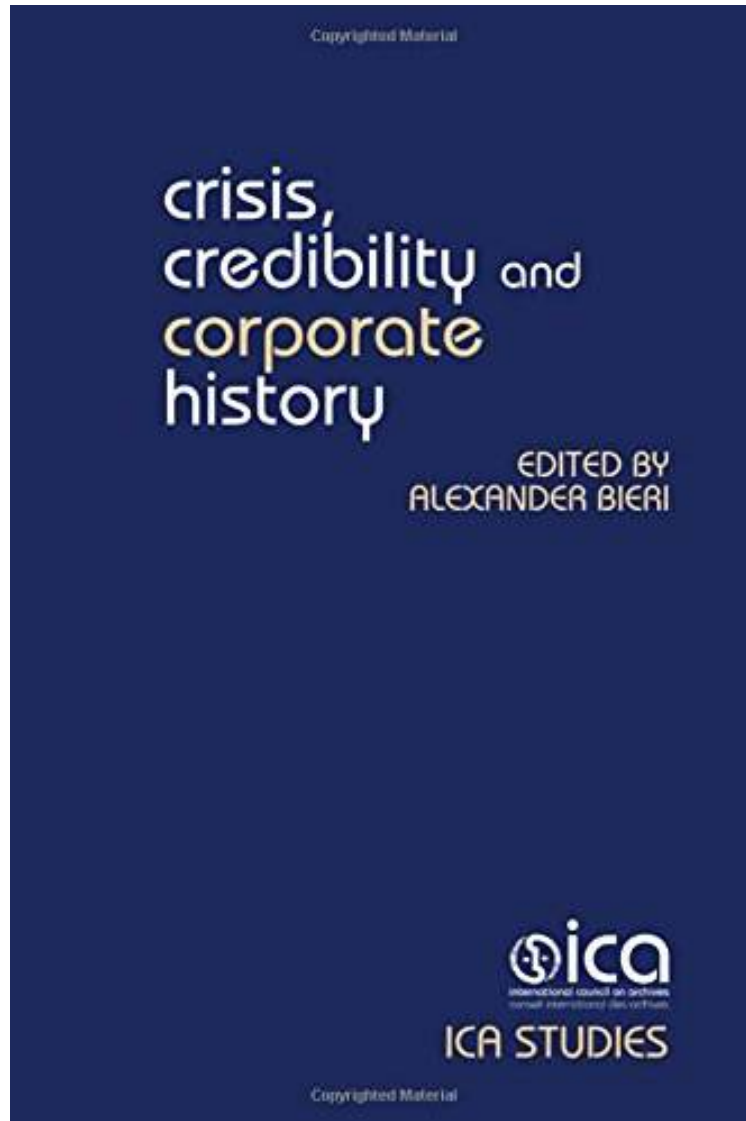


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Crisis, Credibility and Corporate History (International Council on Archives Studies LUP)

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Crisis Credibility and Corporate History aims to describe current expectations and strategies held within companies within academia and amongst the general public for using a company's history for communication and marketing purposes. Ranging widely across case studies from major international businesses such as IBM, Maersk and Roche, this timely volume includes contributions from marketing specialists, corporate archivists and scholars. The book is about the Author Alexander Bieri is Curator of The Roche Historical Collection and Archive.

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