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Part IV: How Do Reputations Affect Corporate Performance?: Sustainable Competitive Advantage and Firm Performance: The Role of Intangible Resources

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The Value of Corporate Reputation: Evidence from the Equity Markets - Rajendra K. Srivastava, University of Texas at Austin; Thomas H. McInish, Memphis State University; Robert A. Wood, Memphis State University; Anthony J. Capraro, University of Texas at Austin.

The Effect of Financial and Media Reputations on Performance - David L. Deephouse, Louisiana State University.

The Value of a Firm's Corporate Reputation: How Reputation Helps Attain and Sustain Superior Profitability - Peter W. Roberts, University of New South Wales; Grahame R. Dowling, University of New South Wales.

Stock Market Valuation of Reputation for Corporate Social Performance - Brad Brown, University of Virginia.

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