

Reputation Capital joins Reputation Institute Network



On December, 6th, 2007, in the President Hotel of Kiev, the Ukrainian company Reputation Capital (RC) and the world leader of reputation research, [Reputation Institute](#) (RI), signed a contract for the establishment of partner relations. According to the contract, RC gets the exclusive right to provide services of the authoritative international organization. Reputation Capital also becomes the 25th associate member of the Reputation Institute network.

In the signing of the contract, representatives from RC included: Oleg Kershin, Research Director of RC, Aleksey Chuyev, Marketing Director of RC and Mihail Krikunov, Academic Adviser of RC. Nicolas Trad, Managing Partner, and Sergei Mendoza, Senior Consultant were present on behalf of [Reputation Institute](#).

Pictured above: Nicolas Trad, Managing Partner of Reputation Institute with Oleg Kershis, Founding Partner and Research Director of Reputation Capital

About Reputation Institute

Reputation Institute, a private advisory and research firm, is a pioneer and global leader in corporate reputation management. With a presence in more than 20 countries, Reputation Institute provides consulting services and membership to industry leaders and some of the most recognized companies worldwide. Founded by Dr. Charles Fombrun and Dr. Cees van Riel, Reputation Institute shares best practices and current research through seminars, conferences, publications such as *Corporate Reputation Review*, and the *Global Pulse*, an annual study of corporate reputation covering more than 25 countries and 1,000 companies. Reputation Institute's consulting teams help companies value and act on their reputation using management systems developed from this ongoing work. Visit ReputationInstitute.com to learn more.