



Reputation: A Network Interpretation (Hardback)

By Kenneth H Craik

Oxford University Press Inc, United States, 2009. Hardback. Book Condition: New. 230 x 156 mm. Language: English . Brand New Book. This book argues that a network interpretation of reputation advances our understanding of an essential and inescapable feature of social life and integrates many of its varied facets. Reputation is a dispersed phenomenon that is to be found in the beliefs and assertions of an extensive number of other individuals. Reputation is part of the environment but uniquely referenced to a specific person. Discussions concerning reputation are often vague with regard to who are those others holding beliefs or making assertions about a person and thereby contributing to that person's reputation, with reference perhaps to people in general or society at large. A network model of reputation generates conceptual innovations that have systematic implications for such diverse disciplines as network theory and social network analysis, gossip research, person perception and cognition, social representation research, personality theory and assessment, publicity and public relations, libel law, biographical studies, and cultural history. Craik argues that reputation is not simply a central topic for the study of social life. Rather, it holds the potential to sustain an interdisciplinary field of inquiry in...



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Reviews

A top quality publication and also the font employed was interesting to learn. It is really simplistic but excitement within the fifty percent from the book. Its been designed in an remarkably basic way in fact it is only following i finished reading this pdf where in fact changed me, modify the way i believe.

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This kind of publication is every little thing and taught me to looking ahead of time and a lot more. It is packed with wisdom and knowledge Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- **Ida Herman**