How Aligning With Honesty and Openness Can Preserve Brand Reputations

It’s difficult to think of a time in modern history when the dissonance between the truth and what people want to believe has been so pronounced. By now we’re all familiar with the concept of fake news and alternative facts propagated by the self-interest of politicians, but brands themselves have also been complicit in creating… https://www.adweek.com/brand-marketing/how-aligning-with-honesty-and-openness-can-preserve-brand-reputations/