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[https://www.100test.com/kao\\_ti2020/129/2021\\_2022\\_\\_E5\\_8D\\_AB\\_E7\\_94\\_9F\\_E7\\_B1\\_BB\\_E8\\_c91\\_129034.htm](https://www.100test.com/kao_ti2020/129/2021_2022__E5_8D_AB_E7_94_9F_E7_B1_BB_E8_c91_129034.htm) Importance of the Public Image Public image refers to how a company is viewed by its customers, suppliers, and stockholders, by the financial community, by the communities in which it operates, and by federal and local governments. Public image is controllable \_\_\_\_ (1) \_\_\_\_, just as the product, price, place, and promotional efforts are. A firm's public image \_\_\_\_ (2) \_\_\_\_ a vital role in the attractiveness of the firm and its products to employees, customers, \_\_\_\_ (3) \_\_\_\_ to such outsiders as stockholders, suppliers, creditors, government officials, as well as diverse special groups. With some things it is \_\_\_\_ (4) \_\_\_\_ to satisfy all the diverse publics: for example, a new highly automated plant may meet the approval of creditors and stockholders, but \_\_\_\_ (5) \_\_\_\_ will undoubtedly find resistance from employees who see their \_\_\_\_ (6) \_\_\_\_ threatened. On the other hand, high-quality products and service standards should bring almost complete approval, \_\_\_\_ (7) \_\_\_\_ low quality products and false claims would be widely looked down upon. A firm's public image, \_\_\_\_ (8) \_\_\_\_ it is good, should be treasured and protected. It is a valuable asset \_\_\_\_ (9) \_\_\_\_ usually is built up over a long and satisfying relationship of a firm with its publics. If a firm has \_\_\_\_ (10) \_\_\_\_ a quality image, this is not easily countered or imitated by competitors. \_\_\_\_ (11) \_\_\_\_ an image may enable a firm to charge higher prices, to woo the best distributors and dealers, to attract the best employees,

to expect \_\_\_\_ (12) \_\_\_\_ favorable creditor relationships and lowest borrowing costs. It should also allow the firm's stock to command a higher price-earnings ratio than other firms in the same industry \_\_\_\_ (13) \_\_\_\_ such a good reputation and public image. A number of factors affect the public image of a corporation. \_\_\_\_ (14) \_\_\_\_ include physical facilities, contacts of outsiders with company employees, product quality and dependability, prices \_\_\_\_ (15) \_\_\_\_ competitors, customer service, the kind of advertising and the media and programs used, and the use of public relations and publicity. 1. A) at considerable extent B) to considerable extent C) to considerable extent D) at considerable extent 2. A) establishes B) plays C) makes D) obtains 3. A) but B) however C) and D) as 4. A) possible B) easy C) not impossible D) impossible 5. A) they B) some C) it D) we 6. A) plant B) jobs C) machines D) themselves 7. A) while B) when C) as D) and 8. A) that B) if C) which D) / 9. A) that B) who C) whose D) of which 10. A) been B) developed C) found D) learned 11. A) With B) Such C) Like D) / 12. A) a more B) more C) most D) the most 13. A) with B) without C) in D) of 14. A) They B) It C) Some D) Most 15. A) related to B) connected with C) relative to D) related with

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