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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 considerate extent D) at considerate 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) / 采集者退散
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
15. A) related to B) connected with C) related to D) related with

Key: BBCDC BABAB BDBAC

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