

# PETER FIRESTEIN

*Selected Appearances, Publications, Interviews*

[www.firesteinco.com](http://www.firesteinco.com)

## **Author of:**

### **CRISIS OF CHARACTER:**

***Building Corporate Reputation in the Age of Skepticism***

Published November 2009. Union Square Press Imprint of Sterling Publishing.

*Selected by the National Investor Relations Institute (NIRI) as a membership renewal premium.*

*A Recommended Book of The Public Relations Society of America (PRSA).*

Public Speaker and Seminar Moderator.

President – Global Strategic Communications, Inc., New York. Reputation and Risk Consulting. Investor Intelligence.

## **SPEECHES:**

92<sup>nd</sup> Street Y – Tribeca.

“Reputation and Sustainability”  
New York, January 13, 2010.

New Jersey Graduate School of Business. Speech and Open Discussion.

“Why Reputation is Destiny”  
Jersey City, February 1, 2010.

Canadian Council for the Americas Conference on Mining and Sustainability.  
Keynote.

“Reputation Risk and Remediation: Can Miners and NGOs Work Together?”  
Toronto, March 8, 2010.

United Nations University.

“Corporate Reputation and Social Responsibility”  
New York, March 10, 2010.

National Investor Relations Institute (NIRI).

“Corporate Reputation and the Investor Relations Officer”  
New York, March 23, 2010.

National Investor Relations Institute (NIRI) - Annual Conference.

Hour-long Author Interview Before a Live Audience.  
San Diego, June 9, 2010.

The Conference Board – Council on Communications Strategy. Speech and Moderator.

“Are Crises Getting Out of Control?”

Princeton, October 28, 2010.

Columbia University Business School Alumni Club of New York. Speech and Moderator.

“Identifying Risk Before It Becomes a Crisis”

New York, November 4, 2010.

Australasian Investor Relations Association – Annual Conference. Moderator.

“Socratic Dialogue on Risk”

Sydney, November 25, 2010.

Australasian Investor Relations Association – Annual Conference. Keynote.

“Reputation and Shareholder Value”

Sydney, November 26, 2010.

Conference Board – 2011 Corporate Image and Branding Conference. Panelist.

“Trends and Strategies: New Opportunities for a Dynamic Corporate Image and Meaningful Brands.”

New York, January 28, 2011.

## **MEDIA APPEARANCES:**

### TV:

#### Sky News Australia

On-camera interview on investor sentiment and corporate value.

November 2010

Business News Network (BNN), Canada

Several Live TV Appearances

Corporate Crisis and Reputation

#### Bloomberg TV

Frequent Live Appearances

Expert on-camera commentary on BP Gulf spill and Mark Hurd's departure from HP.

May – August 2010.

### Radio:

Dozens of live radio interviews, including:

WOR Radio, New York

Featured Guest: “The Joey Reynolds Show” – December 9, 2009.

Multiple appearances on National Public Radio (NPR)

BBC World Service

Bloomberg Radio – “The Pimm Fox Show”  
Frequent Guest Commentator 2009 – 2010.

VoiceAmerica

“Trust Across America” with Jordan Kimmel - Charles Green, Guest Host  
One-hour interview on organizational trust and corporate communication.  
October 27, 2010.

### **Podcast**

The American Management Association Online  
Reputation Matters – Now More than Ever  
December 22, 2009.

### **PUBLICATIONS (Selected):**

BusinessWeek Online – Regular Management Columnist:

*Toyota: How One Failure Begets Another*  
February 10, 2010.

*The Art of Corporate Listening*  
May 11, 2010.

*Protecting Your Company from Disaster in the Do-It-Yourself Era*  
June 15, 2010.

*Insularity: the Hidden Killer of Corporate Reputation*  
September 7, 2010.

*Strategy & Leadership* – (Peer-reviewed management journal.)  
“Building and Protecting Corporate Reputation.”  
September 2006.

*Investor Relations Magazine*  
“Who’s the Boss?”  
Op-Ed Piece. October 2009.

*The Conference Board Review*  
“Just Watch What We Do.”  
Excerpt from *Crisis of Character*. October 2009.

*New York Times Online*

"Is Goldman's Charitable Gesture Enough? What \$500 Million Can't Buy."  
Guest Column. November 19, 2009.

*CNBC.com*

"When You and Your Company Face a 'Crisis of Character.'"  
Guest Blog. November 20, 2009.

*IR Update - The National Investor Relations Institute (NIRI)*

"Corporate Social Responsibility and the Investor Relations Director."  
December 2009.

American Management Association Online.

"When the Bad Drives Out the Good"  
Excerpt from *Crisis of Character*. January 2010.

*The Conference Board Review*

"How You Treat Them"  
Excerpt from *Crisis of Character*. Summer 2010.

*M World - The Journal of the American Management Association*

"Unmasking Risk Before it Becomes a Crisis."  
Spring 2011

### **FEATURED PRINT / ONLINE INTERVIEWS (Selected):**

*Investors Business Daily*

"Character Holds the Key" by Steve Watkins  
Featured Interview. November 25, 2009.

*Chief Executive Magazine*

"How Global Is Your Board?"  
Interview. December 2009.

*Time.com (Time magazine online)*

"Goldman Tries to Put a Halo on Bonuses" by Stephen Gandel  
Lead Interview. January 13, 2010.

*IMPACT* – the magazine of the Public Affairs Council

"Reputation Risks, Deep Down, Are Questions of Character" by Alan Crawford  
Full-Page Q&A Interview. March 2010.

*Communication Director Magazine*

"Story Teller: Reputational Risks and Rewards" by Dafydd Phillips  
Featured Interview, March 2010.

*CNBC.com*

"What do you do when you find your company, or your boss, acting unethically?"  
by Eve Tahmincioglu  
Interview. May 17, 2010.

*Trusted Advisor.com*

"Peter Firestein on Trust, Character and Reputation."

Interviewed by Charles H. Green.

May 17, 2010.

*IR Alert*

"Corporate Glass Houses in the Age of Skepticism." By Brian Pittman.

Interview. June 17, 2010.

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