



Crisis, Credibility and Corporate History (International Council on Archives Studies LUP)

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Crisis, Credibility and Corporate History aims to describe current expectations and strategies held within companies, within academia and amongst the general public for using a company's history for communication and marketing purposes. Ranging widely across case studies from major international businesses such as IBM, Maersk and Roche, this timely volume includes contributions from marketing specialists, corporate archivists and scholars.

The book is the first in a new series in partnership with the International Council on Archives, an international organisation with membership in around 200 countries. For over sixty years the Council has united archival institutions and practitioners across the globe to advocate for good archival management and to encourage dialogue, exchange, and transmission of this knowledge and expertise across national borders.

Essential reading for business historians, archivists and marketing professionals, *Crisis, Credibility and Corporate History* presents a clear picture of what writing "corporate history" today involves.

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