

# Defining corporate reputation - 20 Mar 2017

BY LOUISE MARSLAND

[Magna Carta Reputation Management Consultants](#) recently researched the definition of “corporate reputation” for the launch of a new corporate communications index for Africa. They came up with: “the perception that people in general hold of a company”. Consensus is that you have to take your corporate reputation seriously in order to be a sustainable business.

Magna Carta intends expanding into Africa with their new tool, including data sourced from key African countries to add to the reputation index.

A strongly developing market in Africa is telecoms and Africa is fast approaching the 1 billion mobile subscriptions landmark with the rollout of 3G and 4G networks in Africa, as well as the increase of smartphone penetration. This dynamic market is ensuring that innovation is available to African citizens through various innovative apps and services, bringing economic and knowledge opportunities closer, writes [Miriam Abdullahi](#).

Have a great week!

**Louise Marsland**

**Africa Editor: [Bizcommunity.com](https://www.bizcommunity.com)**

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