



Pariahs: Hubris, Reputation and Organisational Crises

Matt Nixon

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In the last few years repeated scandals have rocked their worlds of many industries. Stories which have hit the headlines recently have included news of • Deliberate cheating by car makers to evade emissions tests • LIBOR and FX manipulation by bankers • Falsification of drug testing results plus allegations of bribery and corruption in major pharmaceutical corporations • Unlawful tapping of phones of the famous by newspapers • Cover-ups over high death rates in hospitals. While it is not always obvious what has gone wrong, there is no disguising the widespread impact on many stakeholders, and the catastrophic loss of trust and sense of betrayal that results. Matt Nixon has had a privileged insider seat in several of the organizations which came to suffer major crises, crises which inspired deep emotional responses.



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