Telefónica and its corporate reputation project is an interactive case study that shows the steps involved in the implementation of the corporate reputation project at the Spanish company.

This interactive case has several interviews with company managers, that comment the progression of the project from different points of view:

- Cesar Alierta (CEO of Telefónica)
- Luis Abril (Marketing Director)
Interactive images and texts explain in a global context the different steps from the beginning of the project at the end of 2001.
Various graphs and charts help in the understanding of the process and clearly explain the strategy of the project.
Questions are posed to students in order to help them reflect on the case. These can be used by work groups to prepare for class discussion.