Downloaded from Blogs on 05.10.2026 17:35h

By PwC Deutschland | 11. April 2013

New publication: Tax strategy and corporate reputation

A new publication has been introduced: PwC's first Tax perspective from its 16th Annual Global CEO Survey - A focus on tax and corporate reputation.

Downloaded from Blogs on 05.10.2026 17:35h

CEOs are anxious about the global economy, and their confidence about growth, in the short term at least, remains fragile. Many are casting a wary eye over how governments are addressing their deficits — and seeing a potentially rising tax burden as the key threat to their business's growth.

Pwc has launched its first Tax perspective based on its Annual Global CEO Survey. In this publication, PwC Global looks at how tax fits into CEOs' view on corporate reputation. As a tentative recovery gets under way in some countries hit hardest by the crisis, many global businesses and their leaders are struggling to get to grips with a new complication – the issue of trust, and the role that corporations should play in contributing to rebuilding the financial strength of nations.

Details and a download of the new publication (*Tax strategy and corporate reputation*) can be found **here**.

Schlagwörter

Steuern / Tax