

# **ANALYZING THE SOCIAL IMAGE OF ORGANIZATIONS – A PRACTICAL APPLICATION ON THE COMMUNITY POLICE DEPARTMENT OF BRASOV CITY**

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**Abstract:** *The paper presents the results of the research “The social image of an organization – the ratio between desirable image and designed image in the Community Police Department - Brasov City”. The research was conducted in 2007 and the purpose was to analyze the ratio between the institution’s self-image and its public image. The main result, which has the strongest implication upon an organization like the Local/Municipal Police, is the lack of power and authority (self-image) in an organization which is fundamentally structured on coercive power (created image).*

**Key words:** *organizational self image, organizational public image, Community Police Brasov.*

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