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**The Defamation Act 2013: We Need to Talk about Corporate Reputation**  
**Peter Coe** This article is based on the premise that in the furor surrounding the introduction of the Defamation Act 2013, the impact it may have on corporate reputation has been largely forgotten. Indeed, it was not explored appropriately during the Defamation Bill's passage through Parliament. The article seeks to address this oversight by exploring whether, in the case of corporate claimants, where reputation is a valuable asset linked to the financial performance of the company, the Act could swing the pendulum too far in favour of defendants, to the detriment of the right to reputation. It is proposed that reputation is extremely valuable, not only to corporations, but to the economy and society generally. However, it does not always manifest itself in financial gain or loss. Even when damage to reputation does cause financial loss, establishing a causal link between the defamatory statement and quantifiable loss, whether real or potential, may prove impossible. Section 1 may prevent companies from legitimately protecting a valuable asset, and could, due to acute issues with causation, increase the volume of applications by defendants for statements of case to be struck out in accordance with CPR 3.4, and for summary judgment pursuant to CPR 24.

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