

Crisis Communication: Practical PR Strategies for Reputation Management Company Survival

Peter Anthonissen

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Edited by PETER F ANTHONISSEN

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Peter Anthonissen : Crisis Communication: Practical PR Strategies for Reputation Management Company Survival before purchasing it in order to gage whether or not it would be worth my time, and all praised Crisis Communication: Practical PR Strategies for Reputation Management Company Survival:

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found the following review helpful. Comprehensive crisis communication manual By Rolf Dobelli The wholesome athlete you feature in your TV ads just appeared on the evening news dancing naked on a nightclub table. Your food product is suddenly making kids' teeth fall out. Your overseas factory looks like an environmental war zone, and your flagship store seems to be burning to the ground. What do you tell the public? While others deal with the crisis itself (slamming the jock into rehab, calling hordes of dentists, greening up the pollutants and getting everybody out safely), how do you contain the public-relations impact of the disaster, and maintain the viability of your company and your brand? As a senior communications executive, you must be prepared for the most traumatic corporate crisis. Are you ready to be honest with your public and your stakeholders about whatever disaster erupts? While a crisis can take many forms, dealing with its communication aspects is more of a science than an art, and sometimes even offers an opportunity to showcase your firm in a positive way. Crisis communication demands preparation and know-how. For that, turn to editor Peter F. Anthonissen and the 19 other experts who contributed to this anthology. getAbstract recommends this savvy guide to CEOs, executives and corporate communication managers. Read it before something happens.

Senior management and leaders within companies embroiled in crisis, have learned the hard way what happens when the unthinkable becomes a reality - an accident results in death or injury; a failed company takeover causes share prices to plummet; or toxic food, medicines and drinks leads to mass hysteria. All attention focuses on the guilty parties - and the media can be expected to make this crisis headline news within a matter of hours. No company or organisation is immune to crisis. Everyday, organisations run the risk of being affected. However, a crisis does not necessarily have to turn into a disaster for the business or organisation involved. Crisis Communication provides readers with advice on how to limit damage effectively by acting quickly and positively. Moreover, it explains how to turn a crisis into an opportunity by communicating efficiently, through the use of successful public relations strategies. Providing information on accountability; crisis communication planning; building your corporate image; natural disasters; accidents; financial crises; legal issues; corporate re-organisation; food crises; dealing with negative press; media training; and risk managers, Crisis Communication is a thorough guide to help prepare your organisation for any future calamities. Including international case studies, crisis communication checklists and sample crisis preparation documents, this book ensures that you are fully prepared for the absolute necessity of proactive crisis communication and proper planning, should you be confronted with a crisis.

"With well-thought-out, organized and practical advice, this book should be essential to your crisis communication survival kit." -- Communication World