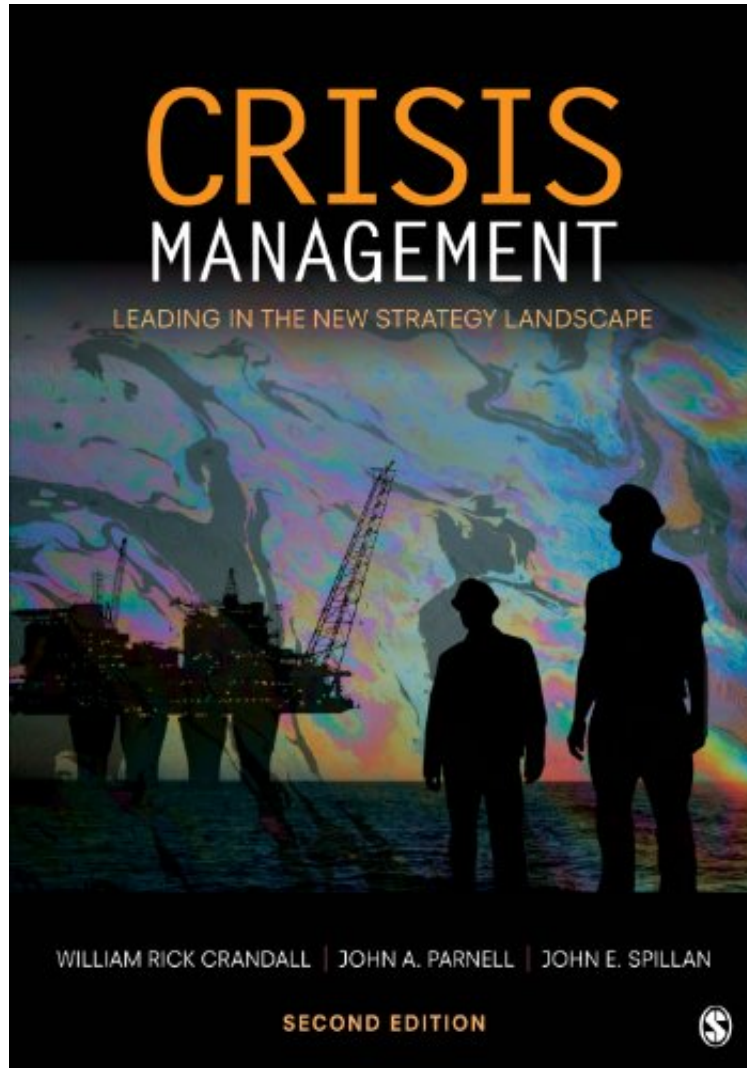


(Ebook pdf) Crisis Management: Leading in the New Strategy Landscape

Crisis Management: Leading in the New Strategy Landscape

William Rick Crandall, John A. Parnell, John E. (Edward) Spillan
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Offering a strategic orientation to crisis management, this fully updated edition of Crisis Management: Leading in the

New Strategy Landscape, Second Edition by William "Rick" Crandall, John A. Parnell, and John E. Spillan helps readers understand the importance of planning for crises within the wider framework of an organization's regular strategic management process. This strikingly engaging and easy-to-follow text focuses on a four-stage crisis management framework: 1) Landscape Survey: identifying potential crisis vulnerabilities, 2) Strategic Planning: organizing the crisis management team and writing the plan, 3) Crisis Management: addressing the crisis when it occurs, and 4) Organizational Learning: applying lessons from crises so they will be prevented or mitigated in the future.

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Previously, Dr Crandall taught for eleven years at Concord College, Athens, where he served on the college's crisis management team. Dr

Crandall's articles on crisis management have appeared in a wide range of journals. John A. Parnell (PhD, University of Memphis, EdD, Campbell University; MAEd, East Carolina University) is the William Henry Belk Distinguished Professor of Management at the University of North Carolina at Pembroke, where he was recipient of the 2005 Adolph Dial Award for Scholarly and Creative Activity. John E. Spillan (PhD, Warsaw School of Economics) is professor of Business Administration at the University of North Carolina at Pembroke. His research interests center on crisis management, international marketing, entrepreneurship, and international business. His articles have appeared in a wide range of journals.