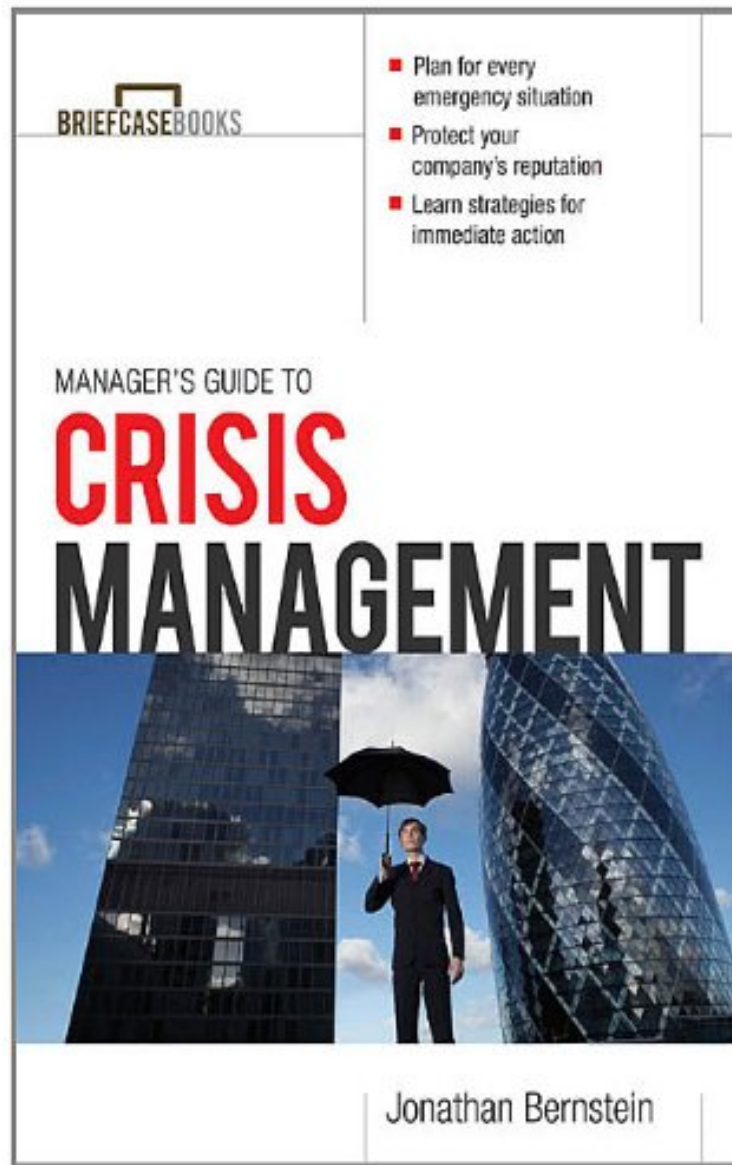


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## Manager's Guide to Crisis Management (Briefcase Books Series)

*Jonathan Bernstein*

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**Jonathan Bernstein : Manager's Guide to Crisis Management (Briefcase Books Series)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Manager's Guide to Crisis Management (Briefcase Books Series):

3 of 3 people found the following review helpful. Good comprehensive guideBy cksymeA Manager's Guide to Crisis Management is Jonathan Bernstein's second book. There are two main pieces of crisis management, operations and communications, and this book touches on planning for both. Highly recommend.It's hard to touch on everything

related to crisis planning, but this book does a good job. Bernstein calls crisis management "an art rather than a science" because he believes handling crises is not a formulaic operation. It's true, one template doesn't fit all, but there are several pieces of crisis management that are predictable, and the book goes one to expound. Bernstein labels three types of crises: creeping (the kind that goes unnoticed due to poor planning and monitoring), slow-burn (the type that lags forever such as lawsuits or internet activism), and sudden. He gives tips on working with all three and points out how effective crisis planning can benefit any business or organization. In fact, failure to plan could be catastrophic. There's no shortage of practical tips and advice in the book and it's presented in an easy-to-read manner with a series of key terms, smart managing tips, tricks of the trade, and cautions laid out in graphic boxes with notifying icons. The social media section of the book is a good inclusion (of course), and I would supplement (not contradict) his suggestions on monitoring software and online apps. As with any book on social media, the day after you write it some of the information is obsolete. But the bones of his strategy are right on. There is also a much-needed discussion of the relationship of legal to crisis. This is an ongoing tug-of-war in our sector and anyone who works in crisis management needs to get a handle on the importance of working with legal. He also includes several chapters with specific info: crises in publicly-owned companies, cultural issues, and how to hire a crisis consultant. The book is a good read and I recommend it highly for anyone whose organization may ever have a crisis (that's everybody, folks). Get it and start planning now.

3 of 3 people found the following review helpful. Good but could be better  
By Veritas  
There is some value in the information provided. However, I felt like a lot was held back and that it was held back while the author was promoting his own services as a crisis manager. The book would have been a five star rating if the author had added in a little more of what he clearly knows.

0 of 0 people found the following review helpful. Well done!  
By Heather  
If only every CEO, sports team coach or assistant coach, presidential candidate and public figure picked up this book... Bad news comes out eventually. Bernstein knows it's true. His book offers practical examples and suggestions, with evidence to back it up. The media moves from crisis to crisis. It's critical to know how to respond. This book is a good place to start!

Lead your Organization through any business crisis and emerge stronger than ever  
Managers' Guide to Crisis Management provides the basic skills and knowledge you need to deal with the crises that inevitably occur in any business or organization. Covering every aspect of the topic—from defining crisis management and policies to training for and responding to crises—it helps you fully grasp any situation that threatens business, careers, and even lives. Lead through any crisis smoothly and with minimal ramifications by mastering the most effective tactics, including:

- Planning for and training staff in crisis management
- Anticipating and preventing crises before they occur
- Managing the company's online reputation
- Addressing crises that affect multicultural stakeholders
- Creating effective crisis-related messaging
- Knowing when to bring in a specialist

About the Briefcase Books series: Briefcase Books, written specifically for today's busy manager, feature eye-catching icons, checklists, and sidebars to guide managers step-by-step through everyday workplace situations. Look for these innovative design features to help you navigate through each page:

- Key Terms: Clear definitions of key terms and concepts
- Smart Managing: Tactics and strategies for managing crises
- Tricks of the Trade: Tips for executing the tactics in the book
- Mistake Proofing: Practical advice for minimizing the possibility of error
- Caution: Warning signs for when things are about to go wrong
- For Example: Examples of successful crisis management
- Tools: Specific planning procedures, tactics, and hands-on techniques