

Applied Crisis Communication And Crisis

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The cases are explored from pre-crisis, mid-crisis, and post-crisis perspectives, and include a range of predominant crisis scenarios from product recalls to lawsuits to environmental disasters. Exercises are included to help students apply concepts from crisis communication and management such as crisis threat assessment and the utility of social media in scanning for crisis warning signs.

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Designed to give students and public relations professionals the knowledge and skills they need to become successful crisis managers, Applied Crisis Communication and Crisis Management: Cases and Exercises by W. Timothy Coombs, includes a wide range of cases that explore crisis communication and management in action using a practical approach. In the first two chapters, the author introduces key theories and principles in crisis communication, which students apply by analyzing 17 cases drawn ...

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Table 3: Crisis Communication Channel Preparation Best Practices; 1. Be prepared to use a unique web site or part of your current web site to address crisis concerns. 2. Be prepared to use the Intranet as one of the channels for reaching employees and any other stakeholders than may have access to your Intranet. 3.

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