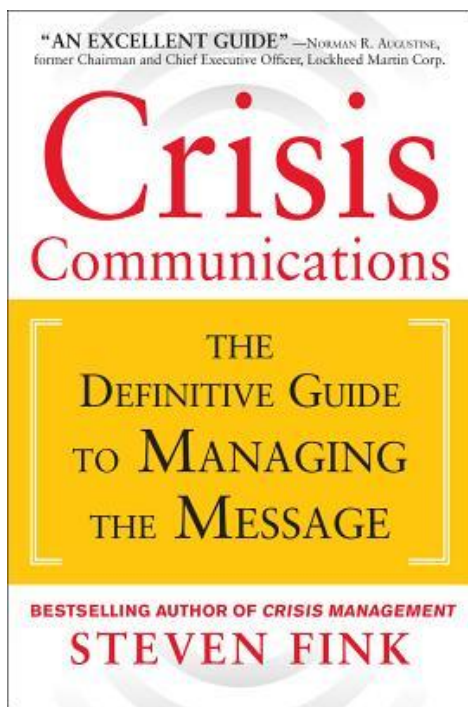


Obtenir un livre electronique Crisis Communications: The Definitive Guide to Surviving a Crisis and Repairing Your Reputation

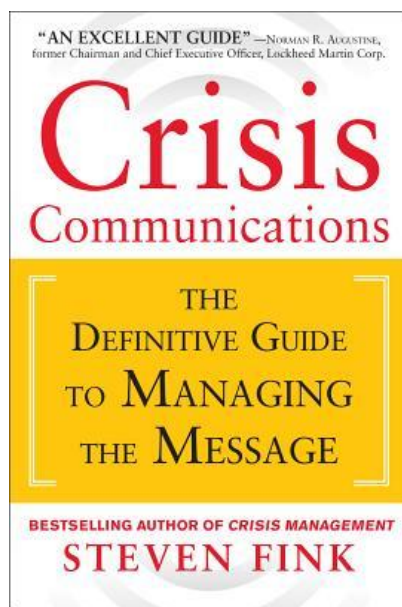
By Steven Fink



The definitive guide to communicating in any crisis A pioneer in the field of crisis communication and management, Steven Fink was a member of the widely-acclaimed Three Mile Island crisis management team -- the team that successfully managed the crisis, ended the threat of a nuclear meltdown, and averted a panic throughout the region. In "Crisis Communications," Fink reveals the most important secrets and strategies he has used to help companies communicate with the public during any crisis. You'll learn everything about communicating effectively in an organizational crisis and creating and executing a communications campaign to ensure that public perception matches reality. "Crisis Communications" describes proactive and preventive actions, including: Tips and strategies for recognizing and averting potential crisis

communications issues How to deal with mainstream media, use them to your advantage, and neutralize a hostile media environment How to effectively use social media

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