



## Crisis Communications: The Definitive Guide to Managing the Message: The Definitive Guide to Managing the Message

By Steven Fink

McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, Crisis Communications: The Definitive Guide to Managing the Message: The Definitive Guide to Managing the Message, Steven Fink, The Definitive Guide to Communicating in Any Crisis. "When facing an already difficult crisis, the last thing a company needs is to make it worse through its own communications - or lack thereof. As one who has lived through a number of [business] crises and served as an independent investigator of the crises of others, I consider Steven Fink's book to be an excellent guide to avoiding collecting scar tissue of your own by learning from the scar tissue painfully collected by others". (Norman R. Augustine, former Chairman and Chief Executive Officer, Lockheed Martin). There are few guarantees in business today. Unfortunately, one of them is the inevitability of a crisis having a potentially major effect on your business and your reputation. When your company finds itself in the midst of a crisis, the ripple effects can disrupt lives and business for the foreseeable future if public opinion is not properly shaped and managed. Skillfully managing the perception of the crisis determines the difference between a company's life or death. Because in...



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