

Crisis Communications: A Casebook Approach (LEA's Communication Series)

Presents case studies of organizational and individual problems that may become crises. Helping professionals prepare for crises and develop communications plans, this work explores critical issues concerning how organizations, companies, and individuals communicate with the news media, employees, and consumers in times of crisis.

The Second Edition of Case Studies in Organizational Communication: Ethical Perspectives and Practices, by Dr. Steve May, integrates ethical theory and practice to help strengthen readers' awareness, judgment, and action in organizations by exploring ethical dilemmas in a diverse range of well-known business cases.

A practical, hands-on resource that is filled with examples, samples, forms, and checklists, Campus Crisis Management will help administrators evaluate, revise, or establish a comprehensive crisis management plan appropriate for their institution. Campus Crisis Management contains the must-have information on crisis management and

- Explains how to develop a comprehensive crisis management system
- Identifies the different types of crises using the Crisis Matrix
- Examines the structure, operation, and training of a crisis team
- Presents a comprehensive approach for developing a campus crisis management plan
- Explores strategies for working with the media
- Tells how to work

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with outside agencies · Includes information on critical incident stress management

Medieval Sexuality: A Casebook is a fascinating collection featuring both new and established experts in the field. The volume includes 11 original essays by Ross Balzaretto, Philip Crispin, Dominic Janes, Hugh Kennedy, A. Lynn Martin, Kim M. Phillips, Samantha J. E. Riches, Joyce E. Salisbury, David Santiuste, and the volume editors, April Harper and Caroline Proctor. The authors explore a variety of sources, contributing work on a diverse range of topics including: sources for sexuality in Late Lombard Italy; the problematic reception of early medieval penitentials by modern readers; sexuality as experienced by the desert fathers and mothers; connections between saints, monsters, and sexuality in medieval art and hagiography; the relationship between food, seduction, and adultery in the fabliaux; sex, alcohol, and the late medieval stereotype of the unruly woman; sex as a medical and moral concern in medieval regimens of health; ideas of sexuality in political discourse; sex and scandal in festive drama; debates on sexual orientation in Arabic court literature; and pre-colonial descriptions of sexuality in the Far East. The volume concludes with a useful selection of further reading.

A Casebook

Crisis Ready

Public Relations As Relationship Management

A Relational Approach To the Study and Practice of Public Relations

Embodied Environmental Risk in Technical

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Communication

Communications and Leadership on the Same Page

This volume is the first to illustrate the application of rhetorical theory and critical perspectives to explain public relations practices. It provides a systematic and coherent statement of the critical guidelines and philosophical underpinnings of public relations and as such should guide pedagogy and practice. It also supplies pedagogic and critical standards with which to meet the needs of an increasingly sophisticated society that tends to reject all of public relations as propaganda. With the enormous amount of money spent on product publicity and public policy debates, this book gives practitioners a sense of whether their public relations campaigns make a contribution to the organizational bottom line by means of achieving the timeless standards of the art of rhetoric.

Directed primarily toward undergraduate marketing college/university majors, this text also provides practical content to current and aspiring industry professionals. Written by two of the most respected individuals in the field, "Public Relations Practices" presents timeless case studies to help future practitioners develop agility in the principles and applications of effective two-way communications likely to confront them and their employer.

The book aims to give senior executives and

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communications professionals a guide to the importance of reputation (in terms of how positively or negatively an organisation is perceived by stakeholders such as employees, customers and members of the media), and inspire their thinking in managing reputation.

Crisis Communications: A Casebook Approach presents case studies of organizational, corporate, and individual crises, and analyzes the communication responses to these situations. Demonstrating how professionals prepare for and respond to crises, as well as how they develop communications plans, this essential text explores crucial issues concerning communication with the news media, employees, and consumers in times of crisis. Author Kathleen Fearn-Banks examines the steps of choosing the appropriate words to convey a message, selecting the method and channels for delivering the message, and identifying and targeting the most appropriate publics or audiences. She also addresses such important topics as avoiding potential mismanagement of communication in crisis situations. Key features of this fourth edition are: six new cases, including several international crises current discussion of communications technology as it relates to crises a Companion Website -- www.routledge.com/textbooks/fearn-banks -- with additional cases as well as supplemental materials for students and classroom resources for instructors. A Student Workbook

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is also available for use with this volume, providing additional pedagogy for each chapter, including discussion questions, activities, key terms, case exercises, and worksheets. Utilizing both classic and contemporary cases of real-world situations, Crisis Communications provides students in public relations and business with real-world perspectives and valuable insights for professional responses to crises. It is intended for use in crisis communications, crisis management, and PR case studies courses.

Reputation Management

Effective Crisis Communication

Crisis Communication Strategies

Creative Activities for Group Therapy

Media Management

Social Media Storms

**Written as a tool for both researchers and communication managers, the Handbook of Crisis Communication is a comprehensive examination of the latest research, methods, and critical issues in crisis communication. Includes in-depth analyses of well-known case studies in crisis communication, from terrorist attacks to Hurricane Katrina
Explores the key emerging areas of new technology and global crisis communication
Provides a starting point for developing crisis communication as a distinctive field research**

rather than as a sub-discipline of public relations or corporate communication. No company, organization, or individual whose livelihood depends on public reaction can afford to function without a crisis communications plan. This student workbook reviews the critical terminologies, processes, and skills needed for understanding and responding to crises. It prepares individuals for responding to crises in a variety of contexts, and reinforces strategies and tactics to be used during a crisis. Chapters include instructive case studies of public relations professionals in crises: what they did, what they wished they had done, and what hampered their progress. The exercises provide students with the opportunity to respond to real-world crises, sharpening their own skills and practicing response behaviors. This workbook will serve as a useful tool for all future practitioners.

The reputation of an organisation influences who we buy from, work for, supply to and invest in. Intangible assets, of which reputation forms an important part, account for well over 50 per cent of the value of the Fortune 500 and even more in the case of the FTSE 100. This fourth edition of Risk Issues and Crisis Management in Public Relations

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has been completely revised and aims to define reputation, explores how to value it and provides practical guidelines for effective reputation management. This latest edition features new sections on the effects of recent world events, Corporate Social Responsibility, climate change and sustainability, legal revisions and the use of the Internet in a crisis. Featuring new case studies on Oxfam V Starbucks, Sony, Dell, Ribena, BP, Bernard Matthews and the bird flu issue, Northern Rock, Walmart, Celebrity Big Brother 07, the Cadbury Salmonella outbreak, the Virgin train crash and the Buncefield Oil Explosion, the book charts how rapidly the reputation management agenda moves and yet how slowly business learns.

Crisis Communications: A Casebook Approach presents case studies of organizational, corporate, and individual crises, and analyzes the communication responses to these situations. Demonstrating how professionals prepare for and respond to crises, as well as how they develop communications plans, this essential text explores crucial issues concerning communication with the news media, employees, and consumers in times of crisis. Author Kathleen Fearn-Banks addresses how to choose the best possible

words to convey a message, the best method for delivering the message, and the precise and most appropriate audience, in addition to illustrating how to avoid potential mismanagement. The fifth edition of Crisis Communications includes updated cases that provide wider coverage of international crises and media technologies. It includes a new section on social media in crisis communication scenarios and includes additional comments from social media experts throughout various chapters. New case studies include "Police Departments and Community Trust," "The Oso Mudslide in Washington," "School Shootings: Communications To and For Children," and two additional international case studies - "Ebola Strikes Liberia: Firestone Strikes Ebola" and "Nut Rage and Korean Airlines." Previous case studies no longer in this edition can be found on the book's companion website, which also includes the Instructor's Manual with exercises in crisis responses, guidelines for crisis manual preparation, and other teaching tools: www.routledge.com/cw/fearn-banks. Looking at both classic and modern cases in real-world situations, Crisis Communications provides students with real-world

perspectives and insights for professional responses to crises. It is intended for use in crisis communications, crisis management, and PR case studies courses. Also available for use with this text is the Student Workbook to Accompany Crisis Communications, providing additional discussion questions, activities, key terms, case exercises, and further content for each chapter.

Case Studies in Organizational Communication

Abnormal Psychology

How to Prepare in Advance, Respond Effectively, and Recover in Full

Student Workbook to Accompany Crisis Communications

**Crisis Management in the Age of Social Media
Public Relations Today**

Social Media and Crisis Communication provides a unique and timely contribution to the field of crisis communication by addressing how social media are influencing the practice of crisis communication. The book, with a collection of chapters contributed by leading communication researchers, covers the current and emerging interplay of social media and crisis communication, recent

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theories and frameworks, overviews of dominant research streams, applications in specific crisis areas, and future directions. Both the theoretical and the practical are discussed, providing a volume that appeals to both academic-minded readers as well as professionals at the managerial, decision-making level. The audience includes public relations and corporate communication scholars, graduate students studying social media and crisis communication, researchers, crisis managers working in communication departments, and business leaders who make strategic business communication planning. No other volume has provided the overarching synthesis of information regarding the field of crisis communication and social media that this book contains. Incorporated in this volume is the recent Social-mediated Crisis Communication Model developed by the editors and their co-authors, which serves as a framework for crisis and issues management in a rapidly evolving media landscape.

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The emergence of relationship management as a paradigm for public relations scholarship and practice requires a close examination of just what is achieved by public relations--its definition, function and value, and the benefits it generates. Initiated by the editors' interest in cross-disciplinary exploration, this volume evolved to its current form as a result of the need for a framework for understanding public relations and the potential impact of organization-public relationships on the study, practice, and teaching of public relations. Ledingham and Bruning include contributions that present state-of-the-art research in relationship management, applications of the relational perspective to various components of public relations, and the implications of the approach to influence further research and practice. The discussion conducted here is certain to influence and promote future theory and practice on the concept of relationship management.

"This book provides examples of constants that communicators and their leaders

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should stay focused on. Those constants are: (1) responsiveness to the media; (2) providing access to the media; (3) ensuring good working relationships with the media; and (4) always maintaining one's integrity. Each chapter is dedicated to one or several examples of these concepts"--

Public Relations Practices

Student Workbook to Accompany Crisis Communication

Planning, Managing, and Responding

Empowering Leadership Beyond Crisis Management

A Multivocal Approach

Introduction to Emergency Management

Crisis communications is a crucial element of a good crisis management system. It helps limit the negative impact of a crisis by addressing the information needs of all industry stakeholders in an efficient, timely and responsible manner. Against this background, UNWTO has developed for the National Tourism Organizations (NTOs), Destination Management Organisations (DMOs) and private sector organisations involved in travel and tourism, this comprehensive, up-to-date Toolbox on Crisis Communications in Tourism. It includes step-by-step protocols, check-lists, sample templates configured by type of crisis and media categories, guidelines for measuring effectiveness, best practices and a

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special chapter fully dedicated to the use of social media in times of crisis. This Toolbox serves as a practical guide for travel and tourism stakeholders, to effectively address the challenges generated by crises.

Leading a group is a delicate balancing act of tasks and dynamic group and individual factors, and the group leader's expertise and skill are fundamental to maintaining this balance. However, no matter how competent and well-prepared the group leader is, there can be situations that present challenges that are not easily addressed, defy conventional interventions, or call for a different approach. The material presented in this book is intended to give group leaders evidence-based creative and inspirational tools, techniques, intervention strategies, and the like to address these dilemmas and difficult situations. They can also enhance members' growth and development, stimulate self-exploration, assist to soothe and calm, and deepen and broaden thoughts and feelings. The creative activities included were selected because they do not require specialized training, are easy to implement, do not follow a particular theoretical perspective, and can be effective for both the individual and group as a whole. The major categories of expressive processes presented are fairy tales; drawing; writing; imagery and mindfulness; music; movement, exercise, dance,

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drama, and role play; and collage, flats, and scrapbooks. Each chapter will focus on one of these activities and is designed so that they can be completed in one session. The closing chapters will present applications for member's concerns, group level challenges, and case examples of group dilemmas and suggested activities to address them. Social media has fundamentally changed the contract between institutions and the public. Today, people expect a conversation, not a one-way diatribe. That, combined with the speed of the Internet, changes the game for many companies in anticipating, managing, and ultimately avoiding an "instant crisis"—an instant crisis example is when Verizon added a \$2 charge for all their customers; one hour later 100,000 signatures appeared on a Twitter petition, and soon Verizon was in the middle of a huge public relations crisis. Inside this book, you'll learn just how to manage this type of situation and meet the challenges of social media. Each chapter includes a description of a crisis, the timeliness of a good response, the effectiveness of this response, and an assessment of what works and what doesn't. Some examples of social media crises include Apple Computer, Netflix, JetBlue, Bank of America, Fed Ex, and public figures such as Anthony Weiner, Ashton Kutcher, and Jon Bon Jovi. Leverage your company's most important asset! In our lightning-fast digital age, a company can face

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humiliation and possibly even ruin within seconds of a negative tweet or blog post. Over the last year companies such as BP, Goldman Sachs, and Toyota have experienced serious blows to their images that could have had reduced impact if their leaders had implemented reputation management into their business strategy and culture. There is no one in either the corporate or academic sphere with greater expertise in the area of corporate reputation than Dr. Daniel Diermeier. An award-winning professor at the Kellogg School of Management, Northwestern University, Dr. Diermeier has blazed a path in understanding the significance of reputation management and demonstrating how a company can create a program so powerful that it can help turn a potential public disgrace into a public image success story. Reputation Rules is a landmark work bringing to light Dr. Diermeier's groundbreaking insights in this critical area. He offers the frameworks, strategies, and processes for changing your company's focus as quickly as the world is changing around you. He touches on all of the reputational issues that need to be managed from a strategic level, describing how to: Overcome direct challenges from influential activist and political forces Manage corporate scandals, including executive compensation Use external, seemingly unrelated events to boost reputation Build a reputation management process into everyday operations In

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In addition, Dr. Diermeier provides case studies of Shell's confrontation with Greenpeace, Mercedes's recovery from the Moose crisis, AIG's executive bonus fallout, Wal-Mart's reputation-building response to Hurricane Katrina, and numerous other scenarios illustrating what works and what doesn't when it comes to reputation management. Brimming with keen insights and lucid examples, Reputation Rules is a guidepost for your organization's future—and a salve for crisis management.

The Handbook of Crisis Communication
A Casebook Approach by Fearn-Banks, Kathleen,
ISBN 9780415880589

Checklists and Best Practices

Managerial Case Studies and Problems

Moving From Crisis to Opportunity

Social Media and Crisis Communication

Public Relations: Managing Competition

and Conflict is an introductory book that provides the latest theories and practices in easy-to-understand terms, exploring the role of competition and conflict in today's modern public relations practice. Public Relations takes a brief, conflict-based approach, combining the insights of public relations experts Dennis Wilcox and Glen Cameron with the fresh voices of two of the fastest rising stars of

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public relations education Bryan Reber and Jae-Hwa Shin. Using up-to-date real world examples, checklists, and summaries to explore the role of competition and conflict, this book provide a whole new departure from other introductory texts. Public Relations: Managing Competition and Conflict is based on the idea that public relations is the management of competition and conflict on behalf of one's client or organization and, if at all possible, the interests of the public that impact the organization. As such, the authors take an assertive approach, providing vigorous examples from the "real-world" of public relations that lend excitement to the profession for students. This book successfully merges theory and practice into a refreshing, easy-to-understand approach that will help the reader learn the basics of effective public relations practice.

"This collection calls for improved technical communication for the public through an embodied, situated understanding of risk that promotes social justice. In addition to

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providing a series of chapters about recent issues on risk communication, this volume offers a diverse look at methodological practices for students, researchers, and practitioners looking to address embodied aspects of crisis and risk that incorporate UX, storytelling, and dynamic text. We include chapters that bring embodiment to the forefront of risk communication, highlighting the cycle of content creation, dissemination, public response and decision making, continuing iterations of educational efforts, and recovery, toward increasing adaptive capacity as a whole. In addition, this work directs necessary attention to overcoming perceptual difficulties, memory lapses, definitional differences, access issues, and pedagogical problems in the communication of risks to diverse publics"--

A collection of case studies from nonwestern countries that offers an analysis of the significant role culture plays in crisis communication
Culture and Crisis Communication presents an examination of how

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politics, culture, religion, and other social issues affect crisis communication and management in nonwestern countries. From intense human tragedy to the follies of the rich, the chapters examine how companies, organizations, news outlets, health organizations, technical experts, politicians, and local communities communicate in crisis situations. Taking a wider view than a single country's perspective, the text contains a cross-cultural and cross-country approach. In addition, the case studies offer valuable lessons that organizations that wish to operate or are operating in those cultures can adopt in preparing and managing crises. The book highlights recent crisis events such as Syria's civil war, missing Malaysia Flight MH370, and Japan's Fukushima Daiichi nuclear power plant disaster. Each of the case studies examines how culture impacts communication and responses to crises. Authoritative, insightful, and instructive, this important resource: Analyzes how nonwestern cultures respond to crises Covers the role of

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culture in crisis communication in recent news events Includes contributions from 18 international authors who provide insight on nonwestern culture and crisis communication Written for communication professionals, academics, and students, Culture and Crisis Communication presents an insightful introduction to the topic of culture and crisis communication and then delves into illustrative case studies that explore intra-cultural and trans-boundary crisis communication.

Emergency management university programs have experienced dramatic and exponential growth over the last twelve years. This new, fully updated edition introduces majors and minors to the field and provides content accessible to those students taking introductory emergency management courses. The book's strength is in looking at the regional, state, and local level response, as well as some of the often misunderstood or overlooked social aspects of disasters. Real-world cases are described throughout including considerations of international

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emergency management and disasters.

Reputation Rules: Strategies for Building Your Company's Most valuable Asset

Culture and Crisis Communication

Toolbox for Crisis Communications in Tourism

Ongoing Crisis Communication

Organizational Crisis Communication

The Future of Corporate Communications and Public Relations

Media Management: A Casebook Approach provides a detailed consideration of the manager's role in today's media organizations, highlighting critical skills and responsibilities. Using media-based cases that promote critical thinking and problem-solving, this text addresses topics of key concern to managers: diversity, group cultures, progressive discipline, training, and market-driven journalism, among others. The cases provide real-world scenarios to help students anticipate and prepare for experiences in their future careers. Accounting for major changes in the media landscape that have affected every media industry, this Fifth Edition actively engages these changes in both discussion and cases. The text considers the need for managers to constantly adapt, obtain quality information, and be entrepreneurial and flexible in the face of new situations and technologies that cannot be predicted and change

rapidly in national and international settings. As a resource for students and young professionals working in media industries, Media Management offers essential insights and guidance for succeeding in contemporary media management roles.

This fascinating new book explores the benefits and dynamics of social media storms and identifies the possible opportunities that they present for further engagement with customers. It provides actionable managerial advice on planning for, measuring, and innovatively navigating social media storms. Based on a sound theoretical background and illustrated by vivid real-life examples and case studies throughout every chapter, this book combines thorough explanations of the elements of business decision-making, market interaction, consumer psychology, branding, and business communication. In comparison to the existing literature, the book departs from the classical, but insufficient crisis communication management approaches to suggest novel frameworks and tools for empowering businesses, consumers, and broader societies in the digital age. Social Media Storms: Empowering Leadership Beyond Crisis Management provides advanced undergraduate and postgraduate digital marketing, marketing communications, strategy, and crisis management students with a comprehensive understanding of the social media storm phenomenon and helps marketing and communications professionals to leverage the

opportunities that social media storms are bringing. In this fully updated Second Edition, three of today's most respected crisis/risk communication scholars provide the latest theory, practice, and innovative approaches for handling crisis. This acclaimed book presents the discourse of renewal as a theory to manage crises effectively. The book provides 15 in-depth case studies that highlight successes and failures in dealing with core issues of crisis leadership, managing uncertainty, communicating effectively, understanding risk, promoting communication ethics, enabling organizational learning, and producing renewing responses to crisis. Unlike other crisis communication texts, this book answers the question, "What now?" and explains how organizations can and should emerge from crisis.

This book is not available as a print inspection copy. To download an e-version [click here](#) or for more information contact your local sales representative.

When a crisis breaks out, it's not always just the organization that reacts - the news media, customers, employees, trade associations, politicians, activist groups, and PR experts may also respond. This book offers a new and original perspective on crisis communication based on the theory of the Rhetorical Arena and the so-called multivocal approach.

According to this approach, we gain a more dynamic and complex understanding of organizational crises if we focus not only on the communication produced by

the organization but also take into account the many other voices who start communicating when a crisis breaks out. It provides: An in-depth overview of the five key dimensions of organizational crises, crisis management and crisis communication A comprehensive introduction to the theory of the Rhetorical Arena and the multivocal approach to crisis communication, including some of the most important voices inside the arena A series of important international case studies and case examples in each chapter. Suitable for students studying crisis communication modules on corporate communication, public relations, and management and organization studies courses.

Medieval Sexuality

Problems and Solutions Toward Social Sustainability

The Secret Sauce for Organizational Success

Campus Crisis Management

Social Media and Public Relations

Risk Issues and Crisis Management in Public Relations

A casebook approach to studying crisis communications means learning from the actions of those who have experienced crises. What did they expect? What actually happened? Were they prepared? What were their strategies? What were their challenges, pressures, and problems? Were the news media adversarial or

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supportive? If they had to do it again, what would they do differently? These and other questions are answered in the case studies of this second edition. Presenting organizational and individual problems that may become crises and the communication responses to these situations, this revision of Fearn-Banks' very successful text: * presents crisis communication theory, including a critique of the communications of White Star Lines after its Titanic sank on its maiden voyage; * describes ways of determining the most likely and most damaging crises that may strike an organization; * centers on causes of crisis--rumor, "gotcha" television news and the non-expert expert, and crises caused by the news media; * gets into the 21st century and cyberspace-caused crises, including mini-cases of rogue Web sites and e-mail rumors; * explains how to communicate with the news media, lawyers, internal publics or audiences, and external publics; and * includes narrated case studies illustrating how spokespersons and managers used communication in several kinds of crises. The text is supplemented by a workbook, enabling students to test their knowledge and develop their skills. Written as a primer for crisis

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communications, public relations, and communications management, Crisis Communications serves as an essential resource in the practice of public relations and corporate communications.

BUILD AN INVINCIBLE BRAND IN THIS

UNCERTAIN WORLD The potential risks in modern-day business are greater, more dynamic, and less predictable than ever before. And yet, the greatest exposure does not lie within these risks. Rather, it lies in having a team that is not prepared to anticipate, foresee, or respond to a rising threat, and its impact on your reputation, revenue, and relationships in real time. No matter your level of security, due diligence, or control, the reality is that we live in uncertain times. Organizations are prone to a multitude of risks that can attack from every angle. When your team is Crisis Ready, your organization is prepared for anything and everything that the modern world can throw at it.

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"This concise, action-oriented book shows practitioners how to systematically expand their roles, improve their processes, and sharpen their strategies to engage with today's more sophisticated and socialized customers. Drawing on her extensive client experience, Breakenridge helps you respond to consumers who demand control over their own brand relationships... marry communications with technology more effectively, and become your organization's go-to resource on social technology decisions... reflect social media realities throughout your policies and governance... generate greater internal collaboration, eliminating silos once and for all... listen to consumers' conversations, and apply what you're learning... build communications crisis plans you can implement at a moment's notice... develop profound new insights into how consumers construct and perceive their brand relationships... practice "reputation management on steroids"... take the lead on identifying and applying metrics... and much more." --Publisher description.

Managing Competition and Conflict
A Comprehensive Guide to Planning,

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Prevention, Response, and Recovery

Eight New Practices for the PR

Professional

A Casebook Approach

Transboundary Cases from Nonwestern Perspectives

A Casebook Approach : Instructor's Manual

Learn effective strategies to protect your brand through preparation, control and long-term recovery from any kind of crisis - internal, external, political or natural disaster.

Ongoing Crisis Communication: Planning, Managing, and Responding provides an integrated approach to crisis communication that spans the entire crisis management process and crosses various disciplines. Drawing on firsthand experience in crisis management, author W. Timothy Coombs introduces a three-staged approach to crisis management—pre-crisis, crisis, and post-crisis. A truly integrative and comprehensive text, this book explains how crisis management can prevent or reduce the threats of a crisis, providing guidelines for how best to act and react in an emergency situation. The Fifth Edition includes new coverage of social media, social networking sites, and terrorist threats and includes expanded discussions of internal crisis communication and intuition in decision making. Visit the author's blog at <https://www.timothycoombs.com>

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//coombscrisiscommunication.wordpress.com.

In its third edition, Strategic Writing emphasizes the strategic, goal-oriented mission of high-quality media and public relations writing with clear, concise instructions for more than 40 types of documents. This multidisciplinary text covers writing for public relations, advertising, sales and marketing, and business communication. Featuring a spiral binding, numerous examples and a user-friendly "recipe" approach, Strategic Writing is ideal for public relations writing classes that include documents from other disciplines.

Fashion is all about image. Consequently, fashion marketing communications – encompassing image management and public relations, branding, visual merchandising, publicity campaigns, handling the media, celebrity endorsement and sponsorship, crisis management etc. – have become increasingly important in the fashion business. This textbook for students of fashion design, fashion marketing, communications and the media sets out all that they need for the increasing number of courses in which the subject is a part.

Crisis Communications

Fashion Marketing Communications

Crisis Communications Text and Student Workbook, Academic Package

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Strategic Writing

Ethical Perspectives and Practices

A Casebook of Best Practice

This practical two-volume set contains the fourth edition of Crisis Communications as well as the updated student workbook which accompanies it.

The main text presents case studies of organizational, corporate, and individual crises, and analyzes the communication responses to these situations. The student workbook reviews the critical terminologies, processes, and skills needed for understanding and responding to crises.

Together, these volumes are a valuable resource for students in crisis communications, crisis management, and public relations case studies courses.

Studyguide for Crisis Communications

Multimedia Writing for Public Relations, Advertising, and More

Rhetorical and Critical Approaches to Public Relations II