



Effective Crisis Communication: Moving From Crisis to Opportunity (Paperback)

By Robert R. Ulmer, Timothy L. Sellnow, Matthew W. Seeger

SAGE Publications Inc, United States, 2011. Paperback.
Condition: New. 2nd Revised edition. Language: English . Brand New Book. This book provides the reader practical advice on how to effectively manage and overcome a crisis. Authors Robert R. Ulmer, Timothy L. Sellnow, and Matthew W. Seeger provide guidelines for taking the many challenges that crises present and turning those challenges into opportunities for overcoming a crisis. Key Features of this second edition: * Brings together theory and experience: This book introduces readers to sound research and best practices in the field of crisis communication. * Provides advice on how to create opportunity from crisis: Unlike other crisis communication texts, this book explains how organizations can and should emerge from crises as better organizations. * Addresses prominent and diverse cases: Cases and practical applications from a wide variety of crises are included, such as food-borne illness outbreaks, terrorism, industrial disasters, and natural disasters. You Make the Call exercises allow readers to examine and critique the decisions made in such important cases such as 9/11, the 2003 California fires, the recent financial crisis, and the Swine flu pandemic.



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Reviews

This publication is amazing. It is definitely basic but shocks in the fifty percent of your publication. You wont feel monotony at anytime of your own time (that's what catalogues are for concerning if you question me).

-- **Prof. Kirk Cruickshank DDS**

This kind of book is every little thing and taught me to looking ahead of time and a lot more. I am quite late in start reading this one, but better then never. I found out this book from my dad and i encouraged this pdf to find out.

-- **Justus Hettinger**