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Crisis Communications: The Definitive Guide to Managing the Message

By Steven Fink



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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 the pitched battle between perception and reality, perception *always* wins.

Fortunately, there is a solution. Crisis communications and crisis management legend Steven Fink gives you everything you need to prepare for the inevitable—whether it’s in the form of human error, industrial accidents, criminal behavior, or natural disasters.

In this groundbreaking guide, Fink provides a complete toolkit for ensuring smooth communications and lasting business success through any crisis. *Crisis Communications* offers proactive and preventive methods for preempting potential crises. The book reveals proven strategies for recognizing and averting damaging crisis communications issues before it’s too late. The book also offers ways to deal with mainstream and social media, use them to your advantage, and neutralize and turn around a hostile media environment. Steven Fink uses his decades of expertise and experience in crisis communications to help you:

- UNDERSTAND AND MANAGE THE RELATIONSHIP BETWEEN PUBLIC
- PERCEPTION AND REALITY
- CHOOSE THE BEST SPOKESPERSON FOR THE CRISIS

- PROTECT YOUR BRAND AND REPUTATION THROUGH CRISES LARGE AND SMALL
- MAKE WISE, VIGILANT, AND DEFENSIBLE DECISIONS UNDER EXTREME CRISIS-INDUCED STRESS
- TELL THE TRUTH NO MATTER HOW TEMPTING IT MAY BE TO MISLEAD
- USE SOCIAL MEDIA OUTLETS TO COMMUNICATE DIRECTLY TO THE PUBLIC ABOUT A CRISIS

The explosion of the Internet and, especially, social media, has added a new layer to the business leader's skill set: the ability to handle a crisis quickly and professionally within moments of its occurrence. Livelihoods depend upon it.

With in-depth case studies of Toyota, BP, and Penn State, *Crisis Communications* provides everything you need to successfully lead your company through today's rocky landscape of business—where crises large and small loom around every corner, and the lives of businesses and management teams hang in the balance.

PRAISE FOR STEVEN FINK'S *CRISIS MANAGEMENT*

"Every major executive in America ought to read at least one book on crisis management. In this way, he or she might be better prepared to deal with the disasters striking organizations at an ever-increasing rate ... The question is: 'Is Steven Fink's book one that busy executives ought to read?' The answer is a resounding yes."—***LOS ANGELES TIMES***, FRONT PAGE SUNDAY BOOK REVIEW

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Editorial Review

About the Author

Steven Fink is the President and founder of Lexicon Communications Corp. (CrisisManagement.com), the nation's oldest and most experienced crisis management and crisis communications firm. In addition, he authored the bestselling *Crisis Management*, the first book ever written on the subject.

Users Review

From reader reviews:

Barbara Richardson:

Reading a guide tends to be new life style in this particular era globalization. With reading through you can get a lot of information that could give you benefit in your life. With book everyone in this world could share their idea. Guides can also inspire a lot of people. Plenty of author can inspire their very own reader with their story or perhaps their experience. Not only the story that share in the books. But also they write about the knowledge about something that you need instance. How to get the good score toefl, or how to teach children, there are many kinds of book that exist now. The authors these days always try to improve their proficiency in writing, they also doing some exploration before they write to the book. One of them is this Crisis Communications: The Definitive Guide to Managing the Message.

Joshua Rodrigue:

The reason? Because this Crisis Communications: The Definitive Guide to Managing the Message is an unordinary book that the inside of the book waiting for you to snap it but latter it will zap you with the secret this inside. Reading this book adjacent to it was fantastic author who also write the book in such remarkable way makes the content within easier to understand, entertaining approach but still convey the meaning totally. So , it is good for you for not hesitating having this any longer or you going to regret it. This amazing book will give you a lot of positive aspects than the other book have got such as help improving your expertise and your critical thinking approach. So , still want to hesitate having that book? If I ended up you I will go to the e-book store hurriedly.

George Gentry:

Crisis Communications: The Definitive Guide to Managing the Message can be one of your starter books that are good idea. Many of us recommend that straight away because this publication has good vocabulary that can increase your knowledge in vocabulary, easy to understand, bit entertaining but nonetheless delivering the information. The copy writer giving his/her effort to get every word into pleasure arrangement in writing Crisis Communications: The Definitive Guide to Managing the Message however doesn't forget the main position, giving the reader the hottest along with based confirm resource info that maybe you can be

considered one of it. This great information may drawn you into fresh stage of crucial imagining.

Heather Killen:

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