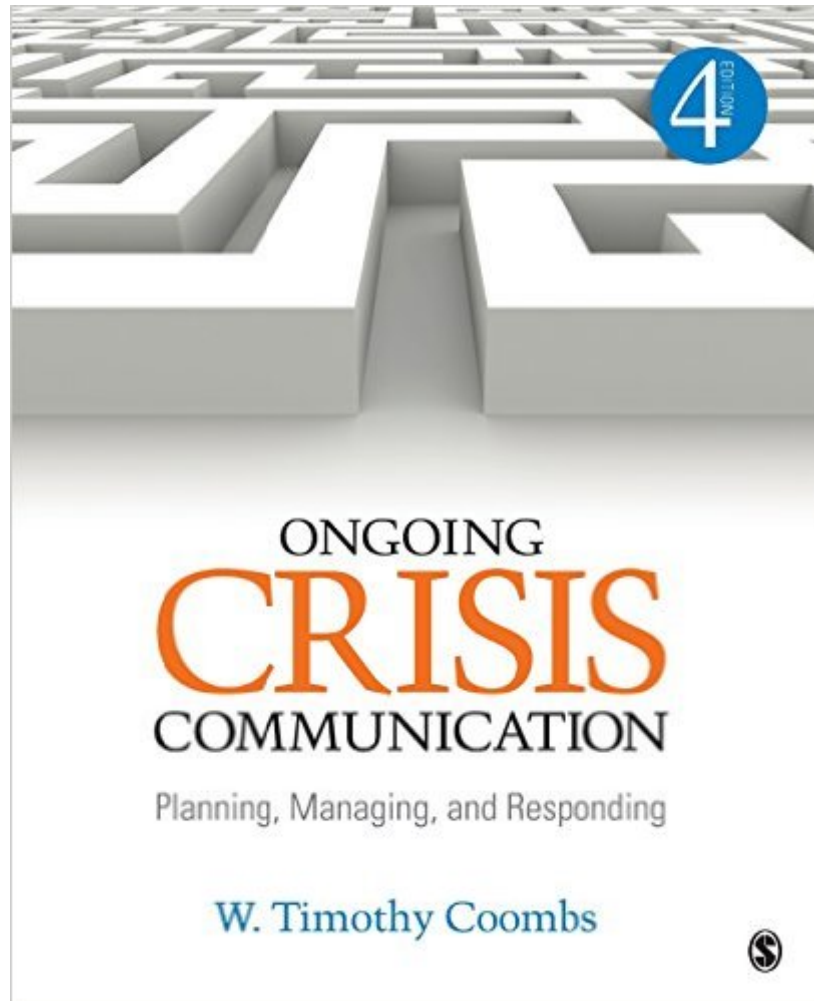


The book was found

Ongoing Crisis Communication: Planning, Managing, And Responding



Synopsis

Ongoing Crisis Communication: Planning, Managing, and Responding provides an integrated and multi-disciplinary approach to the entire crisis communication process. Drawing on his extensive firsthand experience, Dr. Timothy Coombs uses a three-staged approach to crisis management (pre-crisis, crisis, and post-crisis), explains how crisis management can prevent or reduce the threats of a crisis, and provides guidelines for how best to act and react in an emergency situation. The book includes new coverage of social media, social networking sites, and terrorist threats while drawing from recent works in management, public relations, organizational psychology, marketing, organizational communication, and computer-mediated communication research.

Book Information

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Customer Reviews

I rent this one from . Shipping is super fast. book your book in a very big box. A book is very helpful for me. It helps me to understand more and more about communication internal and external in a company/ organization. I like their chart about characteristic people that would be perfect to be on crisis communication team.

So far, the book is highly repetitive, making it a somewhat dense read. That is not to say that it isn't informative. However, it that may be more beneficial to someone who is new to or hasn't read much about the field of communications.

Quote from the book: "Traditionally, financial factors have dominated corporate reputation management. The financial factors became the criteria used to evaluate corporate reputations. The dominant reputation measures, such as Fortune magazine's most admired list and reputation institutes RepTrak route, reflect a financial orientation." This repetition of the same thought over and over makes this book far more boring and long winded than necessary. Those three sentences could easily be condensed into one. And this pattern is repeated through the book. The book seems decent so far, but an editor needs to take a heavy hand to the writing style.

Simple but effective Coombs does a good job of describing crisis communication

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