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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.

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Crisis Management creates a context, a frame-of-reference, for Crisis Communications and the latter should be viewed as an update and expanded coverage of the material in Chapters 13 and 14 in Crisis Management. Also, it is impossible to over-prepare for a crisis, whatever its nature and extent may prove to be.

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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.

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Definitive Guide to Pandemic Communications - Campus Safety

The definitive guide to communicating in any crisis A pioneer in the field of crisis communication and management, Steven Fink was a member of the widely-acclaimed Three Mile Island crisis management team -- the team that successfully managed the crisis, ended the threat of a nuclear meltdown, and averted a panic throughout the region.

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Find out how to choose the best spokesperson for the crisis; make wise, vigilant, and defensible decisions under crisis-induced stress, tell the truth no matter what and how to use social media outlets to communicate directly to the public about

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a crisis. Includes in-depth case studies of Toyota, BP, and Penn State.

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2 Communicating in a Crisis: Risk Communication Guidelines for Public Officials ... to-use pocket guide on the basic skills and techniques needed for clear and effective ... it is neither the definitive nor the final word on the subject. Differing circumstances may raise unique questions that must be dealt with in unique ways.

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