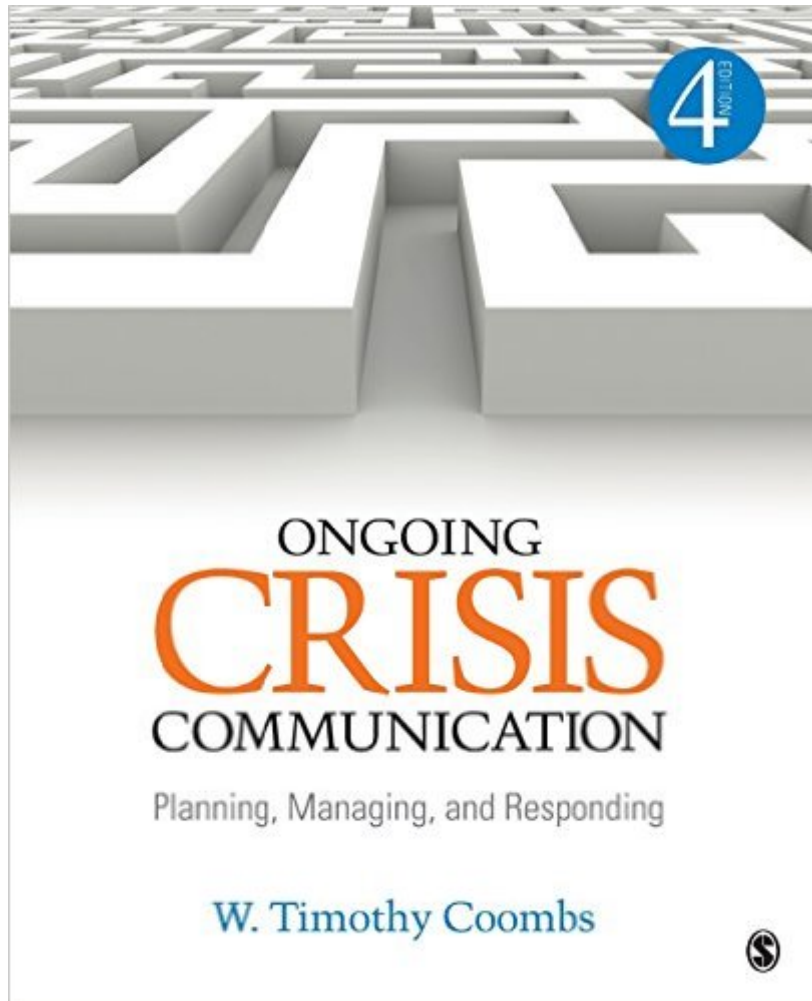


The book was found

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

Paperback: 256 pages

Publisher: SAGE Publications, Inc; 4 edition (January 21, 2014)

Language: English

ISBN-10: 1452261369

ISBN-13: 978-1452261362

Product Dimensions: 7.5 x 0.5 x 9.2 inches

Shipping Weight: 12.8 ounces (View shipping rates and policies)

Average Customer Review: 3.8 out of 5 stars [See all reviews](#) (4 customer reviews)

Best Sellers Rank: #195,346 in Books (See Top 100 in Books) #60 in [Books > Business & Money > Human Resources > Conflict Resolution & Mediation](#) #96 in [Books > Business & Money > Marketing & Sales > Public Relations](#) #182 in [Books > Politics & Social Sciences > Social Sciences > Disaster Relief](#)

Customer Reviews

I rent this one from . Shipping is super fast. I bought 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 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

[Download to continue reading...](#)

Ongoing Crisis Communication: Planning, Managing, and Responding Event Planner: The Art of Planning Your Next Successful Event: Event Ideas - Themes - Planning - Organizing - Managing (Event Planning, Event Planning ... and Organizer - How To Guide Books Book 1) Communication Skills: 101 Tips for Effective Communication Skills (Communication Skills, Master Your Communication, Talk To Anyone With Confidence, Leadership, Social Skills) Strategic Public Relations Management: Planning and Managing Effective Communication Campaigns (Routledge Communication Series) Communication and Communication Disorders: A Clinical Introduction (4th Edition) (Allyn & Bacon Communication Sciences and Disorders) Agile Product Management: (Box Set) Agile Estimating & Planning Your Sprint with Scrum and Release Planning 21 Steps (agile project management, agile software ... agile scrum, agile estimating and planning) Event Planning: Event Planning and Management - How to Start Successful Event Planning Business! Humanitarian Logistics: Meeting the Challenge of Preparing for and Responding to Disasters On Guard: Preventing and Responding to Child Abuse at Church The Grace and Truth Paradox: Responding with Christlike Balance Essentials of Psychiatric Diagnosis, Revised Edition: Responding to the Challenge of DSM-5® Theology in a New Key: Responding to Liberation Themes The Goal: A Process of Ongoing Improvement by Eliyahu M. Goldratt and Jeff Cox: Key Takeaways, Analysis & Review Novice to Master: An Ongoing Lesson in the Extent of My Own Stupidity Options Trading:: Simplified Options Trading Guide For Generating Profits On An Ongoing Basis (Options Trading Strategies, Investing, Day Trading, Stock Options,) The Goal: A Process of Ongoing Improvement The Goal: A Process of Ongoing Improvement - 30th Anniversary Edition Renée Green: Ongoing Becomings1989-2009 The Goal: A Process of Ongoing Improvement - 30th Anniversary Edition History: History of Money: Financial History: From Barter to "Bitcoin" - An Overview of Our: Economic History, Monetary System, & Currency Crisis (Digital ... Federal Reserve, Currency Crisis

Book 1)

[Dmca](#)