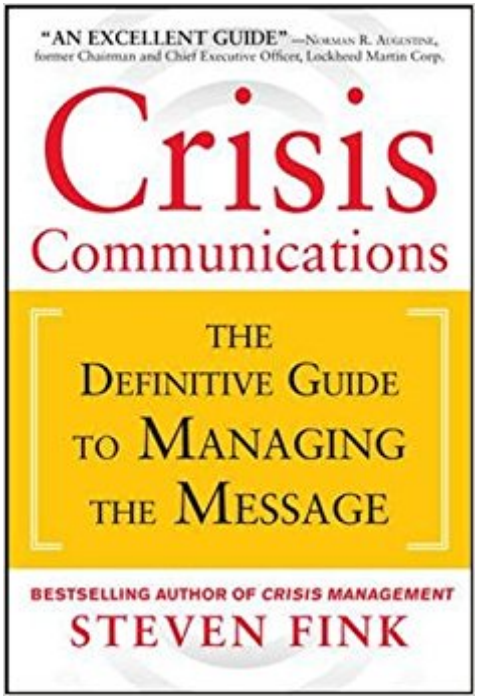
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Crisis Communications: The Definitive Guide To Managing The Message (Business Books)



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Synopsis

The Definitive Guide to Communicating in Any Crisis Ã¢â ¬Å“When facing an already difficult crisis, the last thing a company needs is to make it worse through its own communications Ã¢â ¬â œ 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 FinkÃ¢â ¬â„¢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.Ã¢â ¬Â•Ã¢â ¬â ¢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 companyÃ¢â ¬â„¢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 inevitableÃ¢â ¬â ¢whether itÃ¢â ¬â„¢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 itÃ¢â ¬â„¢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 leaderÃ¢â ¬â„¢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 todayÃ¢â ¬â„¢s rocky

landscape of businessÃ¢â ¬â ¢where crises large and small loom around every corner, and the lives of businesses and management teams hang in the balance. PRAISE FOR STEVEN FINKÃ¢â ¬â„¢S CRISIS MANAGEMENT Ã¢â ¬Å“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: Ã¢â ¬Ëœls Steven FinkÃ¢â ¬â„¢s book one that busy executives ought to read?Ã¢â ¬â„¢ The answer is a resounding yes.Ã¢â ¬Â•Ã¢â ¬â ¢LOS ANGELES TIMES, FRONT PAGE SUNDAY BOOK REVIEW

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Customer Reviews

Steven Fink is the President and founder of Lexicon Communications Corp. (CrisisManagement.com), the nationÃ¢â ¬â„¢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.

This is a review of Crisis Communication: The Definitive Guide to Managing the Message by Steven Fink. The target audience of the book is written for anyone who has the task or the possibility of being a crisis communicator; college students and people in the work force. The strengths of the book are that it is a well written and a clearly structured book, which gives actual examples of

successes and failures in crisis communications. The weakness of the book is that it tends to ramble on about the Penn State scandal a bit too much. I recommend this book because it is a great reference tool for anyone responsible for crisis communication. I even bought a copy of it for my boss so that he can learn from Mr. Fink.It also discusses some of the greatest successes and failures of crisis communication in recent history. It also tells what to do in the event of media coverage from everything from a small accident to a fatality. Also, it gives people the knowledge to be able to decide right and wrong and know the difference. This book helps people understand the meaning of a crisis and how to use the skill of communication to get through it.The book gets a bit too involved with the Penn State/ Jerry Sandusky scandal; however the author does disclose that he is an alumnus.Most responses to this book characterize it the way it is: a great reference book for crisis communicators. Others also say that it is a very useful book and I have to agree. This book expanded my knowledge much more about different crises and how to get past them.I would recommend this be on the desk of every Risk Manager in the nation, college students in the business/communication field, and many others that have crises in their work life

A wonderful book for those who want to learn how communication professionals should plan and execute successful strategies for dealing with a crisis. As Fink points out the question is not whether a company or a political candidate will face a crisis, the question is when. Fink has worked for many years in the field and his experience in dealing with so many cases is invaluable. I am using this book in a class I am teaching in strategic communication and it is written in a very systematic and enlightening matter. Highly recommended.

As a newbie to crisis communications, I have learned so much through reading this book. Fink very clearly lays out the essential ingredients of crisis communications along with examples of how companies and organizations either blundered or excelled because of their crisis communications.

Very good book, it is clear and it isn’t convoluted. I actually learned quite a bit from this book. It also a little funny parts which is just a bonus for me. I had to read this for a class but this is one of the few books I actually didn’t mind reading, my professor did a good job on picking the class text.

I thoroughly enjoyed this book.While I’ve been engaged in the practice of crisis management for years, crisis comms is becoming increasingly important in our age of mass communications and I wanted to understand more. This book acts as a great introduction to the field - with loads of

fascinating case studies to support the theory.

Real work advice, well written, tho he could have been more succinct. CEOs must read this book, and so should their corp comm gurus.

it’s core focus is on implementationTherefore it provides the full picture.So it is very comprehensive and very useful. It is well written, clearly structured and easy to assimilate.I have bought copies for colleagues.I do this rarely

Filled with good examples of crises occurring after 2000. A lot of detail in good rhythm. No graphic stories or gory details - mostly modern language with a small mix of contemporary slur.

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