



Ongoing Crisis Communication: Planning, Managing, and Responding

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SAGE Publications, Inc, 2007. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: 1. A Need for More Crisis Management Knowledge Crisis Management Defined Importance of Crisis Management Discussion Questions 2. Outline for an Ongoing Approach to Crisis Management Initial Crisis Management Framework Outline of the Three-Staged Approach Discussion Questions 3. Prevention: Finding Warning Signs Contributing Organizational Functions Sources to Be Scanned Information Collection Information Analysis/Knowledge Creation Crisis Sensing Mechanism Conclusion Discussion Questions 4. Taking Preventative Measures Basic Crisis Prevention Process Issues Management Risk Management Reputation Management Conclusion Discussion Questions 5. Crisis Preparation Part One Diagnosing Crisis Vulnerabilities Crisis Types Crisis Management Teams Special Considerations The Spokesperson Conclusion Discussion Questions 6. Crisis Preparation Part Two The Crisis Management Plan Preparation of the Crisis Communication System Conclusion Discussion Questions 7. Crisis Recognition Selling the Crisis Crises and Information Needs Conclusion Discussion Questions 8. Crisis Response Form and the Crisis Response Content and the Crisis Response Follow-up Communication Conclusion Discussion Questions 9. Post-Crisis Concerns Crisis Evaluation Institutional/Organizational Memory Post-Crisis Actions Conclusion Discussion Questions 10. Final Observations and Lessons Crisis Management is Ongoing Knowledge, Skills, and Traits Crisis Management Procedures New Communication Technologies Final Thoughts Discussion Questions.



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