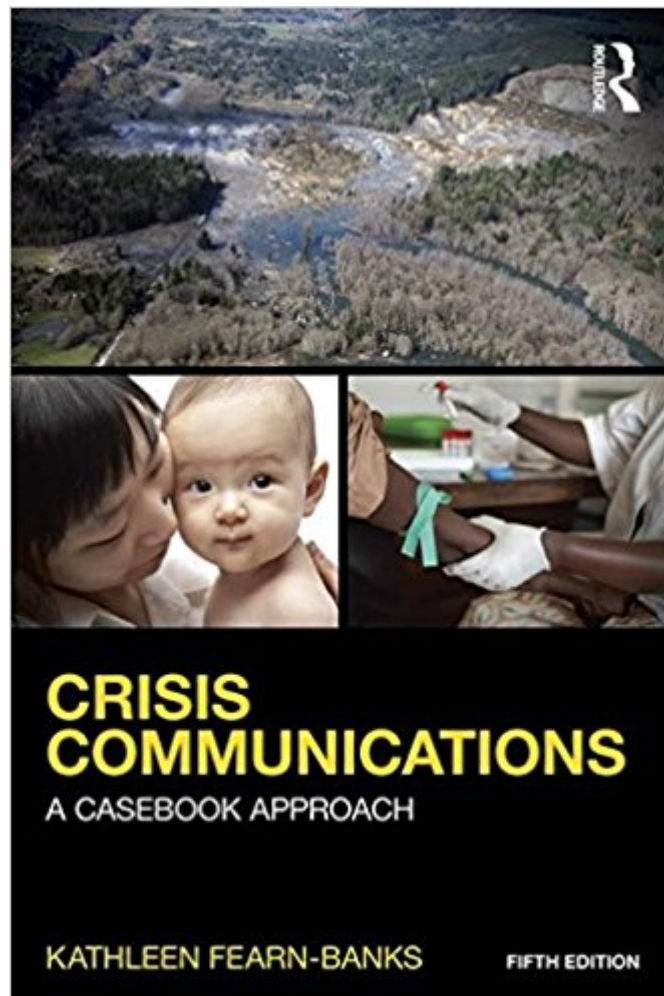


The book was found

Crisis Communications: A Casebook Approach (Routledge Communication Series)



Synopsis

Crisis Communications: A Casebook Approach presents case studies of organizational, corporate, and individual crises, and analyzes the communication responses to these situations.

Demonstrating how professionals prepare for and respond to crises, as well as how they develop communications plans, this essential text explores crucial issues concerning communication with the news media, employees, and consumers in times of crisis. Author Kathleen Fearn-Banks addresses how to choose the best possible words to convey a message, the best method for delivering the message, and the precise and most appropriate audience, in addition to illustrating how to avoid potential mismanagement. The fifth edition of Crisis Communications includes updated cases that provide wider coverage of international crises and media technologies. It includes a new section on social media in crisis communication scenarios and includes additional comments from social media experts throughout various chapters. New case studies include "Police Departments and Community Trust," "The Oso Mudslide in Washington," "School Shootings: Communications To and For Children," and two additional international case studies - "Ebola Strikes Liberia: Firestone Strikes Ebola" and "Nut Rage and Korean Airlines." Previous case studies no longer in this edition can be found on the book's companion website, which also includes the Instructor's Manual with exercises in crisis responses, guidelines for crisis manual preparation, and other teaching tools: www.routledge.com/cw/fearn-banks. Looking at both classic and modern cases in real-world situations, Crisis Communications provides students with real-world perspectives and insights for professional responses to crises. It is intended for use in crisis communications, crisis management, and PR case studies courses. Also available for use with this text is the Student Workbook to Accompany Crisis Communications, providing additional discussion questions, activities, key terms, case exercises, and further content for each chapter.

Book Information

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Customer Reviews

"Crisis Communications provides a useful text for undergraduates new to the crisis field.

Fearn-Banks has supplemented groundbreaking early case studies such as Johnson & Johnson's Tylenol case with defining crisis cases such as Columbine and Katrina and more timely studies such as the international Ebola outbreak and racial crises in the United States." — Dr. Barbara S. Gainey, School of Communication & Media, Kennesaw State University

"Crisis Communications: A Casebook Approach integrates the array of concepts necessary for effective crisis response and management: the external and the internal; the organizational and the interpersonal; the strategic and the relational. I use Crisis Communications in my courses because it applies theory to practice, and teaches crisis thinking, not just crisis management." — Dr. Brian Smith, Brian Lamb School of Communication, Purdue University "Crisis Communications has become a well-recognized and leading textbook across Europe as well, which provides an engaging and up-to-date overview of the practice of this fascinating field. The book is a valuable resource for both students and practitioners who wish to explore and understand crisis communication from a practical and professional perspective through insightful and thought-provoking case studies." - Dr. Gyorgy Szondi, Leeds Beckett University, UK and International Business School, Hungary

Kathleen Fearn-Banks is Professor of Communication in the Department of Communication at the University of Washington.

Good Read! This was a required book for my most recent class and I love that it was less of a textbook and more of a case study. It covers different crisis events (i.e. Hurricane Katrina, Exxon Valdez, etc.) and how they were handled. It provided great insight on the events, their crisis coverage and management, and how those same situation would have likely differed had current tech, like social media or high speed internet, been available. I ended up reading the whole book when only assigned a few chapters because it was just that interesting :)

Basically brand new.

It's a first hand case revelation of how crucial crisis communication is to government and private business companies.

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