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## Manager's Guide to Crisis Management

By Jonathan Bernstein

McGraw-Hill Education - Europe. Paperback. Book Condition: new. BRAND NEW, Manager's Guide to Crisis Management, Jonathan Bernstein, Lead your Organization through any business crisis--and emerge stronger than ever Manager's Guide to Crisis Management provides the basic skills and knowledge you need to deal with the crises that inevitably occur in any business or organization. Covering every aspect of the topic--from defining crisis management and policies to training for and responding to crises--it helps you fully grasp any situation that threatens business, careers, and even lives. Lead through any crisis smoothly and with minimal ramifications by mastering the most effective tactics, including: Planning for and training staff in crisis management Anticipating and preventing crises before they occur Managing the company's online reputation Addressing crises that affect multicultural stakeholders Creating effective crisis-related messaging Knowing when to bring in a specialist About the Briefcase Books series: Briefcase Books, written specifically for today's busy manager, feature eye-catching icons, checklists, and sidebars to guide managers step-by-step through everyday workplace situations. Look for these innovative design features to help you navigate through each page: Key Terms: Clear definitions of key terms and concepts Smart Managing: Tactics and strategies for managing crises Tricks of the Trade: Tips...



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