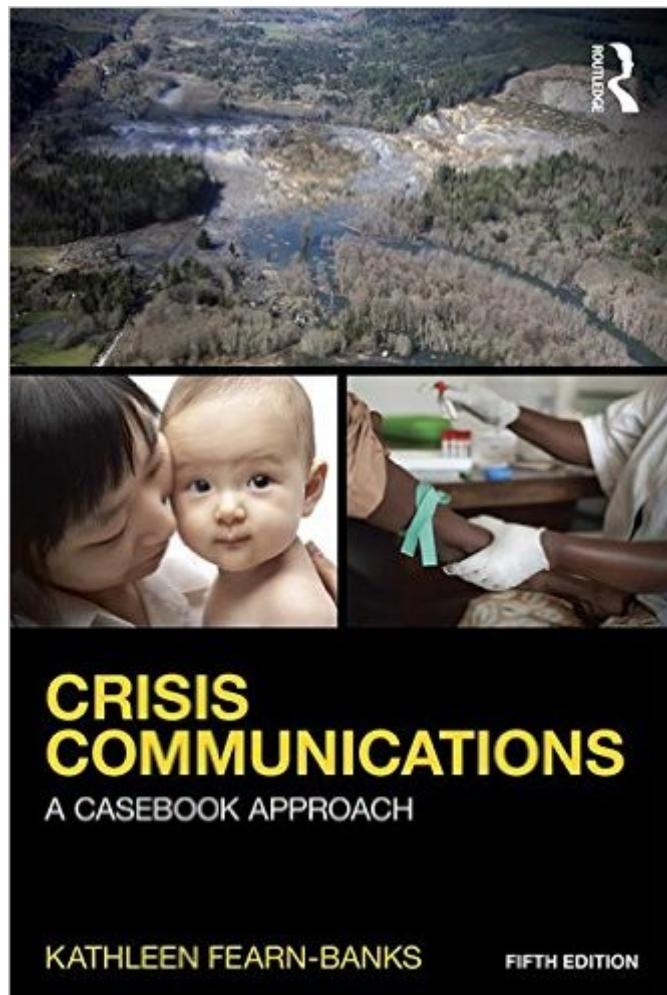


The book was found

# 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](http://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**

Series: Routledge Communication Series

Paperback: 438 pages

Publisher: Routledge; 5 edition (August 6, 2016)

Language: English

ISBN-10: 1138923745

ISBN-13: 978-1138923744

Product Dimensions: 6 x 1.1 x 9 inches

Shipping Weight: 1.3 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #181,024 in Books (See Top 100 in Books) #82 in Books > Computers & Technology > Business Technology > Social Media for Business #88 in Books > Business & Money > Marketing & Sales > Public Relations #138 in Books > Computers & Technology > Internet & Social Media > Social Media

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

Crisis Communications: A Casebook Approach (Routledge Communication Series) Wireless and Mobile Networking: IFIP Joint Conference on Mobile Wireless Communications Networks (MWCN'2008) and Personal Wireless Communications ... in Information and Communication Technology) Communication Skills: 101 Tips for Effective Communication Skills (Communication Skills, Master Your Communication, Talk To Anyone With Confidence, Leadership, Social Skills) American Pragmatism and Communication Research (Routledge Communication Series) Strategic Public Relations Management: Planning and Managing Effective Communication Campaigns (Routledge Communication Series) The Future of Excellence in Public Relations and Communication Management: Challenges for the Next Generation (Routledge Communication Series) The Routledge Companion to Russian Literature (Routledge Companions) The Routledge Atlas of Jewish History (Routledge Historical Atlases) The Routledge Guidebook to Aquinas' Summa Theologiae (The Routledge Guides to the Great Books) The Routledge Companion to Dramaturgy (Routledge Companions) Routledge Intensive German Course (Routledge Intensive Language Courses) Error-Correction Coding for Digital Communications (Applications of Communications Theory) Communication and Communication Disorders: A Clinical Introduction (4th Edition) (Allyn & Bacon Communication Sciences and Disorders) The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research, and Buying (Routledge Communication Series) The Burden of Visual Truth: The Role of Photojournalism in Mediating Reality (Routledge Communication Series) Communications Law: Liberties, Restraints, and the Modern Media (Wadsworth Series in Mass Communication and Journalism) Home with Hip Hop Feminism: Performances in Communication and Culture (Intersections in Communications and Culture) Pharmacotherapy Casebook: A Patient-Focused Approach, 9 Edition Federal Income Tax: A Problem-Solving Approach (Carolina Academic Press Law Casebook) Mastering Codification and eIFRS: A Casebook Approach

[Dmca](#)