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Manager's Guide to Crisis Management (Briefcase Books Series)

Jonathan Bernstein

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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 for executing the tactics in the book
Mistake Proofing: Practical advice for minimizing the possibility of error
Caution: Warning signs for when things are about to go wrong
For Example: Examples of successful crisis management
Tools: Specific planning procedures, tactics, and hands-on techniques

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