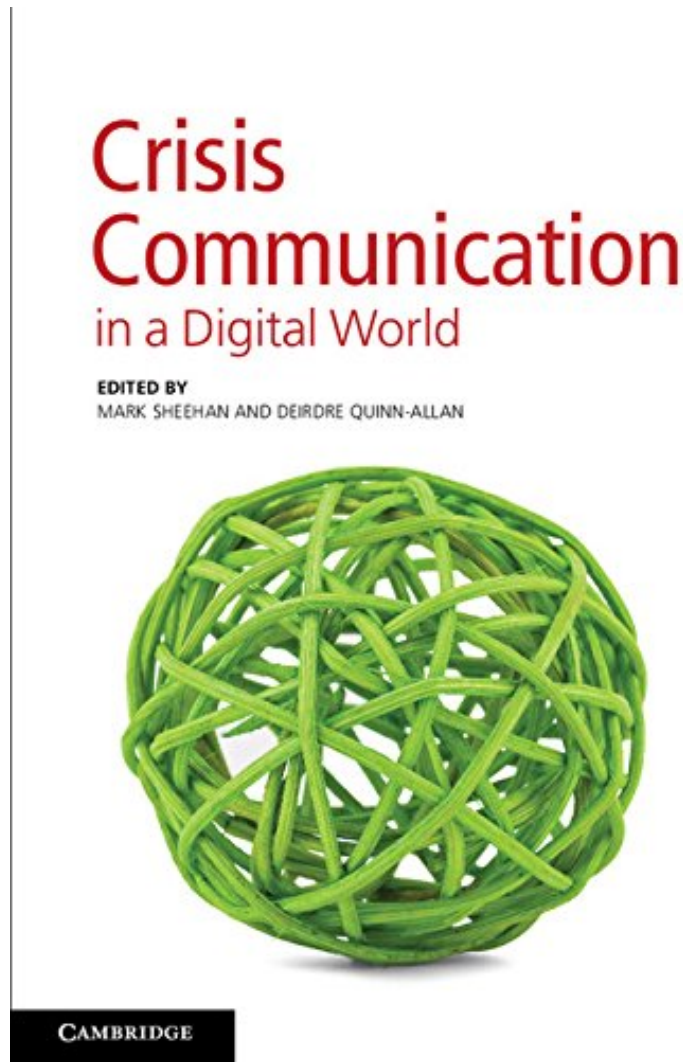


# Crisis Communication in a Digital World

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**From Cambridge University Press : Crisis Communication in a Digital World** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Crisis Communication in a Digital World:

Crisis Communication in a Digital World provides an introduction to major crisis communication theories and issues management, using practical examples from Australia and New Zealand. The book examines how public relations can influence the nature of a crisis and the impact of its aftermath. It explores the role of PR specialists in different crisis situations - including natural disasters and morphing crises - and examines the challenges they face in a world where social media is a key source of communication. Readers are provided with an in-depth understanding of crisis communication and issues management through practical approaches, strategies and skills, which are supplemented by

relevant theories based on evidence and experience. International perspectives have been included throughout to illustrate the impact of multinational companies on the digital world, including global media cycles and social media activism. Each chapter explores a different aspect of communications, including media, natural disasters and celebrity crises.

About the Author Mark Sheehan is a Senior Lecturer at the School of Communication and Creative Arts in the Faculty of Arts and Education at Deakin University. He has almost twenty years of middle and senior management experience in the private sector and has occupied a number of high profile positions. He holds a BA degree from La Trobe University, an MBA from RMIT University, as well as a Master of Economics (Public Affairs) from the University of Sydney. Deirdre Quinn-Allan is the Associate Head of School (Teaching and Learning) at the School of Communication and Creative Arts in the Faculty of Arts and Education at Deakin University. She has been a full-time member of the public relations teaching team within the Arts Faculty since February 2005.