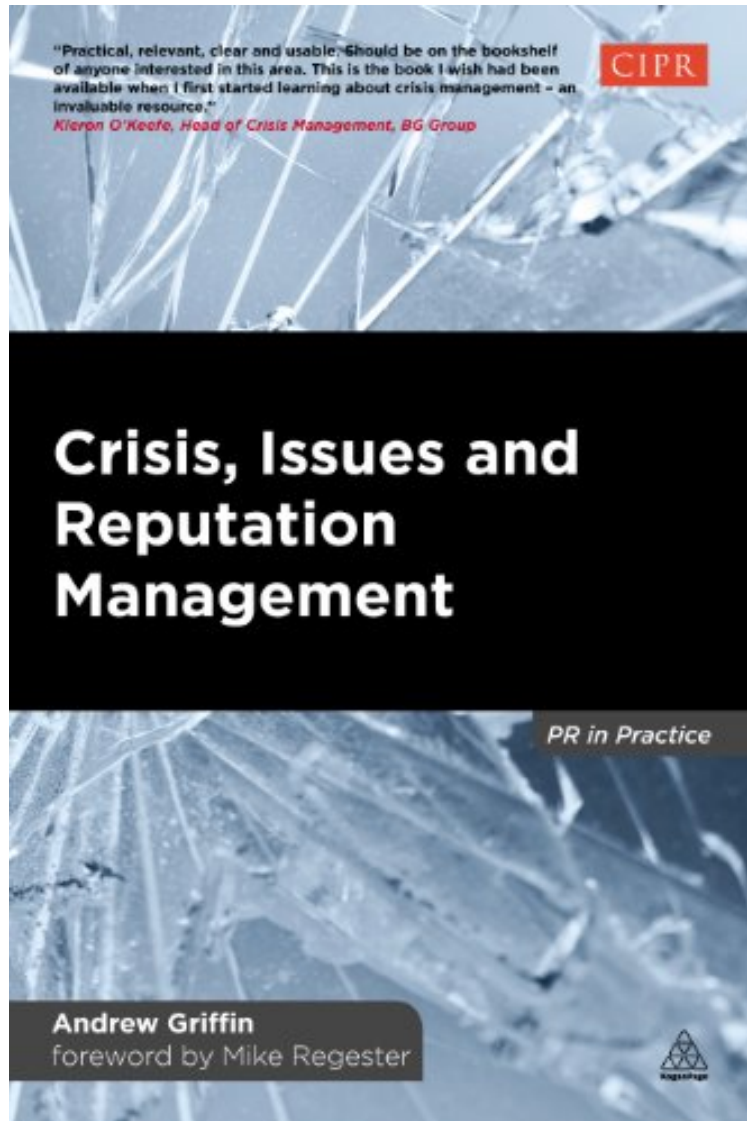


[Free] Crisis, Issues and Reputation Management: A Handbook for PR and Communications Professionals (PR In Practice)

## Crisis, Issues and Reputation Management: A Handbook for PR and Communications Professionals (PR In Practice)

Andrew Griffin

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Crisis, Issues and Reputation Management defines reputation, explores how to value it and provides practical guidelines for effective reputation management, including how to approach issues of Corporate Social Responsibility. Practical and accessible, it outlines a comprehensive approach to managing situations that may turn into crises and handling crises once they occur. Featuring a wide range of international case studies of brands who have had to respond to a variety of crises including Nestle, Unilever, General Electric, McDonald's, Coca-cola, Cadbury, Tesco, Pan Am, RBS and more, Crisis, Issues and Reputation Management demonstrates how organizations have to understand and respond rapidly to shifting public values, rising expectations, demands for public consultation and increasingly intrusive news media. As such, it provides a new and broader perspective on the topic for new and seasoned practitioners alike.

"[A] well laid-out, easy to follow, and practical book, with plenty of website links to follow... Griffin makes an authoritative and readable case for reputation and crisis management as something central to doing a business and running an organisation."