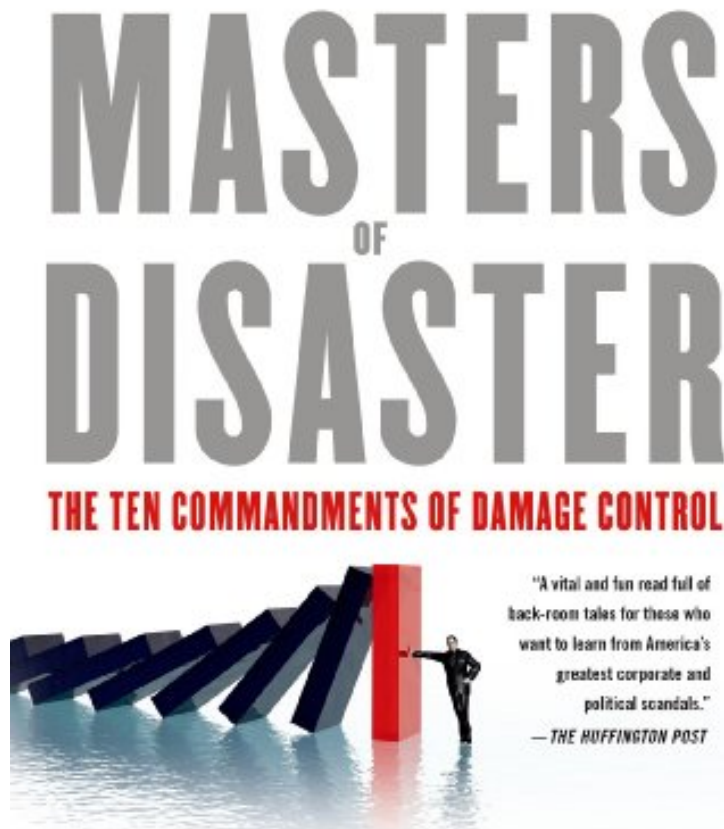


(Ebook pdf) Masters of Disaster: The Ten Commandments of Damage Control

Masters of Disaster: The Ten Commandments of Damage Control

Christopher Lehane, Mark Fabiani, Bill Guttentag
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ExecutivesBy AleeNews junkies, professional communicators, and executives can make great use of this book. The authors skillfully married prominent stories with practical guidelines that can be used in crisis mode or even when just trying to "shoot holes" through potential press responses or outcomes. Many execs talk about transparency. This book provides solid examples of why it is important and how to execute this value internally and externally. It was a fast read with memorable take-aways for those who are in the business of storytelling. 0 of 0 people found the following review helpful. Helpful, Informative Uses Real ExamplesBy ShelbyI used this in my independent study during undergrad. My favorite aspect is how the authors used numerous real-life examples of how each rule was broken and followed. The organization of the information is great. I felt it could be repetitive at times, but overall, it was very useful.

The foolproof guide to damage control from the "masters of disaster"Whether you're a politician caught with his pants down, a publicly traded company accused of accounting improprieties, a family-owned restaurant with a lousy Yelp review or just the guy in the corner cubicle who inadvertently pushed "reply all," a crisis doesn't have to be the make-or-break moment of your career. For those of us that aren't natural spin doctors, it's hard to resist the impulse to cover your tracks, lie, or act like nothing happened. But resist you must!In *Masters of Disaster*, Christopher Lehane and Mark Fabiani, reveal the magic formula you need to take control when it's your turn to be sucked into the vortex of the modern spin cycle. Covering the ten commandments of damage control, and based on their work for clients like Bill Clinton, Goldman Sachs and Hollywood studios, the authors outline the strategies that can make real time news alerts, Twitter trend lines and viral videos work for you rather against you. Full of both lively personal anecdotes and hard-knuckled straight talk, this is a must-read for anyone who wants to emerge with their reputation intact.

"Masters of Disaster is the perfect playbook for how to respond when you're under enemy fire...a vital and fun read full of back-room tales for those who want to learn from America's greatest corporate and political scandals." The Huffington Post"A how-to brought to you by the guys who defended Clinton on impeachment." The National Journal"The go-to manual...Lehane and Fabiani are well positioned to distill the lessons of the baseball steroid scandal, Tiger Woods's infidelities, and Anthony Weiner's obscene tweets into clearly articulated principles." starred review, Publishers Weekly"If you are a public figure, or even a private citizen who might engender controversy, read this book and put its authors on your speed dial. These guys are truly the masters not only of avoiding or minimizing disaster, but of dealing with the kind of crises faced by ordinary people when they first encounter the media, the law or the blood sport we call politics." Alan M. Dershowitz, author of *The Trials of Zion*"In a hostile climate where reputations and markets can be capriciously destroyed in seconds, the old chestnuts about crisis management don't apply. What's needed is perspective from the seasoned Masters of Disaster who understand that damage control is a temperamental art, not grade school science. A valuable addition to the modern crisis canon." Eric Dezenhall, CEO Dezenhall Resources, Ltd. and author of *Damage Control: The Essential Lessons of Crisis Management*"Every board, every manager and now almost every individual now faces the possibility of being swept up in a firestorm of media and mangled message. *Masters of Disaster* provides both sound rules and great examples of both the positive and negative kind to guide us all through to the best possible outcomes. The only danger is that you won't read it in advance. I recommend it to all my board colleagues and CEO friends." Howard Stevenson, Sarofim Rock Professor Emeritus, Harvard Business School"Today crisis is common, and news of scandal, whether large or small, spreads rapidly. Through detailed case studies that focus on both those who have successfully overcome a crisis and those who have failed, *Masters of Disaster* offers essential insight into crisis management." Ted Leonsis, owner of the Washington Capitals and Washington Wizards"Managing the world's most famous sports franchise is never dull, and there are times when I've turned to and found valuable tactics from this crisis management playbook." Jeanie Buss, president, Los Angeles Lakers"Think if you are not in the public eye, this book does not apply to you? Think again. Disaster will happen to all of us, when we least expect it. And if you are in the public eye -- this is mandatory survival reading!" Guerrino De Luca, CEO of LogitechAbout the AuthorChristopher Lehane and Mark Fabiani have provided damage control for global Fortune 500 companies, prominent elected officials, and well-known celebrities. Previously, they worked for the Clinton White House as part of the "rapid-response" team employed to respond to the various investigations of the Clinton Administration. Boasting frequent media appearances for their expert commentary on the art of damage control, both authors are lawyers with degrees from Harvard Law School.Bill Guttentag is a two-time Oscar-winning documentary and feature film writer producer-director. His films include the dramatic features *Knife Fight* and *Live!*, and the documentaries *Nanking* and *Soundtrack for Revolution*. He lectures at the Graduate School of Business at Stanford University.