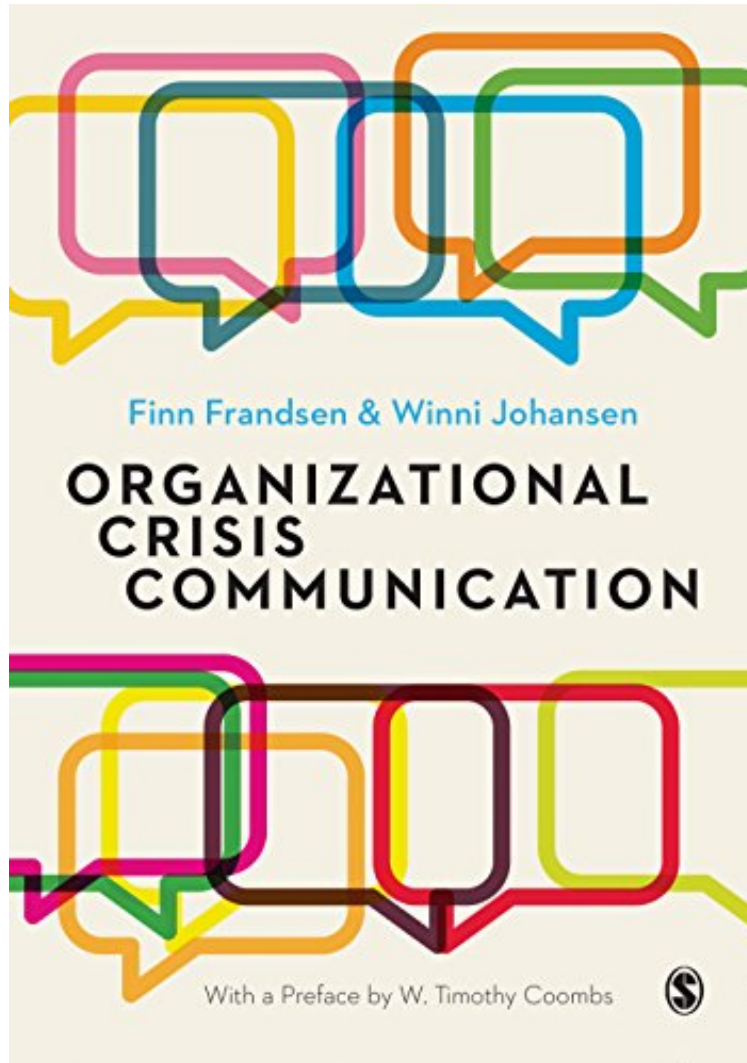


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Organizational Crisis Communication: A Multivocal Approach

Finn Frandsen, Winni Johansen

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Finn Frandsen, Winni Johansen : Organizational Crisis Communication: A Multivocal Approach before purchasing it in order to gauge whether or not it would be worth my time, and all praised Organizational Crisis Communication: A Multivocal Approach:

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Lecturers/Instructors - Request a free digital inspection copy here When a crisis breaks out, it's not always just the organization that reacts - the news media, customers, employees, trade associations, politicians, activist groups, and PR experts may also respond. This book offers a new and original perspective on crisis communication based on

the theory of the Rhetorical Arena and the so-called multivocal approach. According to this approach, we gain a more dynamic and complex understanding of organizational crises if we focus not only on the communication produced by the organization but also take into account the many other voices who start communicating when a crisis breaks out. It provides: An in-depth overview of the five key dimensions of organizational crises, crisis management and crisis communication. A comprehensive introduction to the theory of the Rhetorical Arena and the multivocal approach to crisis communication, including some of the most important voices inside the arena. A series of important international case studies and case examples in each chapter. Suitable for students studying crisis communication modules on corporate communication, public relations, and management and organization studies courses.

Rich with case studies and practical examples, this book is a must read for anyone with an interest in this critical area of management. There is probably no better book and no better team of authors on the subject of crisis communication. Frandsen and Johansen walk the reader through different types of organizational crises, and present their own distinctive arena model of crisis communication that is adept to the current media landscape in which issues emerge and almost overnight amplify into full-blown crises for many organizations. Read this book and you will be better able to identify and analyse organizational crises and figure out the right communication response.--Joep Cornelissen (07/29/2016)"Rare are the cases of the 'big idea' that forever alter the intellectual landscape of the field. You are about to read a book by two authors who have lent such a voice in crisis communication."--W. Timothy Coombs

The importance of this book lies in its new and original perspective on crisis communication, introducing new meanings of the words "arena" and "voices," which leads to a much deeper understanding of how risk and crisis intertwine. The authors have written each chapter diligently to make the book very useful and interesting for all who want to learn about crisis communication or who face crises on a daily basis, and in that respect they made a truly remarkable work.--Marta Takahashi

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This is an incredible book and, as reviewers have identified, potentially prime; changes the intellectual landscape of the field prime;. I am an admirer of Frandsen Johansen prime;s work and in this book they have provided both a historical account of the field of crisis communications from a needed European perspective, and a direction for future research. nbsp;I shall be recommending this book to students and colleagues. (Adrian Crookes)

About the Author Finn Frandsen (mag. art., Aarhus University) is Professor of Corporate Communication and Director of Center for Corporate Communication at the Department of Business Communication, Aarhus School of Business and Social Sciences (Aarhus BSS), Aarhus University (Denmark). nbsp;His research interests include crisis management and crisis communication, environmental communication, public communication, stakeholder theory, and the institutionalization of strategic communication in private and public organizations. Together with Winni Johansen, he is the originator of Rhetorical Arena Theory and the multivocal approach to crisis communication. nbsp;His research has been published in international journals, handbooks and encyclopedias, such as nbsp; Corporate Communications: An International Journal, International Journal of Strategic Communication, Management Communication Quarterly, Public Relations Inquiry, Public Relations , Scandinavian Journal of Public Management and The Handbook of Crisis Communication, Encyclopedia of Public Relations, The Routledge Handbook of Strategic Communication, and Handbook of International Crisis Communication Research. nbsp;He is regional editor (Europe) of Corporate Communications: An International Journal and member of the advisory board of the European Communication Monitor. He has served as visiting professor at highly ranked universities and business schools in Norway, Sweden, Finland, France, Italy and Senegal. He has also consulted with organizations in the private and public sector.

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