

## **APPLIED CRISIS COMMUNICATION AND CRISIS MANAGEMENT CASES AND EXERCISES%0A**

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### **SAGE Books A Short Introduction to the Case Study Method**

This book guides students through cases and exercises that explore crisis communication and management in action and build the necessary skills for effective

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### **Applied Crisis Communication and Crisis Management SAGE**

Designed to give students and public relations professionals the knowledge and skills they need to become successful crisis managers, this practical book includes a wide range of cases that explore crisis communication and management in action.

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### **Applied crisis communication and crisis management cases**

This book includes a wide range of cases that explore crisis communication and management in action using a practical approach. In the first two chapters, the author introduces key theories and principles in crisis communication, which students apply by analyzing 17 cases drawn from recent headlines.

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### **Applied Crisis Communication and Crisis Management Cases**

Cases are explored from pre-crisis, mid-crisis, and post-crisis communication perspectives, and include a range of predominant crisis scenarios from product recalls to lawsuits to environmental disasters.

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### **Applied Crisis Communication and Crisis Management Cases**

Timothy Coombs latest book, Applied Crisis Communication and Crisis Management, is designed to address these needs. Although structured as a textbook for students, Coombs well thought out cases and exercises allow both students and business professionals to build practical skills as they develop confidence in their abilities to effectively manage crisis situations.

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### **Applied Crisis Communication and Crisis Management Cases**

Designed to give students and public relations professionals the knowledge and skills they need to become successful crisis managers, Applied Crisis Communication and Crisis Management: Cases and Exercises by W. Timothy Coombs, includes a wide range of cases that explore crisis

communication and management in action using a practical approach.

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### **Applied crisis communication and crisis management cases**

Guides students through cases and exercises that explore crisis communication and management in action, building the necessary skills for effective crisis management.

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### **3 Crisis Management Case Studies We Can Learn From**

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