



Crisis Management: Planning for the Inevitable

By Steven Fink

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Crisis Management: Planning for the Inevitable, the first book ever written on this topic, has helped thousands of companies around the world avoid the pitfalls of a crisis, or manage their way out of one. Its practical, hands-on advice and revealing behind-the-scenes case studies make it the leading book for Fortune companies, small-to-medium businesses, colleges and universities, and even governments.

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Editorial Review

From Library Journal

The author, who served on the Three Mile Island crisis management team, has done an extensive study of crises in business. In this book he describes and analyzes several recent crises including TMI, Ohio S & L, Union Carbide, and Rely Tampons. He advises managers on how to forecast a crisis, isolate it, and manage it. He also discusses crisis communications and hostile takeovers. This book is one of the first to gather such information together and combine it with actual case studies. A practical and informative work on an important topic for managers today and tomorrow. Grace Klinefelter, Ft. Lauderdale Coll. Lib., Fla. Copyright 1986 Reed Business Information, Inc.

Review

Is Steven Fink's book one that busy executives ought to read? The answer is a resounding YES! -- *Los Angeles Times Sunday Book Review*, March 23, 1986

About the Author

Steven Fink is one of the nation's leading experts in crisis management and crisis communications, and served on the Three Mile Island crisis management team in the administration of then Pennsylvania Governor (and former U.S. Attorney General) Dick Thornburgh. As President of Lexicon Communications (www.crisismanagement.com), he counsels some of the world's most prestigious corporations in strategic public relations and crisis management.

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