

## Crisis Communications The Definitive Guide To Managing The Message

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Crisis Communications—The Definitive Guide to Managing the Message By Steven Fink McGraw Hill Education Reviewer: Bertrand Leong Managing Corporate Disasters CRISES can affect any of us. Whether caused by human error; criminal behaviour or industrial accidents, a crisis demands a proper response.

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Crisis Management creates a context, a frame-of-reference, for Crisis Communications and the latter should be viewed as an update and expanded coverage of the material in Chapters 13 and 14 in Crisis Management. Also, it is impossible to over-prepare for a crisis, whatever its nature and

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extent may prove to be.

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This article is the foundation for Situational Crisis Communication Theory. It uses a decision tree to guide the selection of crisis response strategies. The guidelines are based on matching the response to nature of the crisis situation. A number of studies have tested the guidelines in the decision tree and found them to be reliable.

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Steven Fink is the President and founder of Lexicon Communications Corp. (CrisisManagement.com), the nation's oldest and most experienced crisis management and crisis communications firm. In addition, he authored the bestselling Crisis Management, the first book ever written on the subject.

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Find out how to choose the best spokesperson for the crisis; make wise, vigilant, and defensible decisions under crisis-induced stress, tell the truth no matter what and how to use social media outlets to communicate directly to the public about a crisis. Includes in-depth case studies of Toyota, BP, and Penn State.

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In this groundbreaking guide, Fink provides a complete toolkit for ensuring smooth communications and lasting business success through any crisis. Crisis Communications offers proactive and preventive methods for preempting potential crises.

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