



Crisis, Issues and Reputation Management: A Handbook for PR and Communications Professionals (PR In Practice)

Andrew Griffin

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The reputation of an organisation influences who we buy from, work for, supply to and invest in. In today's complex environment, organizations have to understand and respond rapidly to shifting public values, rising expectations, demands for public consultation and increasingly intrusive news media. This is particularly important when things go wrong. Crisis, Issues and Reputation Management outlines a comprehensive approach to managing situations that may turn into crises; handling crises once they occur; and features a wide range of case studies of brands who have had to respond to a variety of crises including Nestle, Unilever, General Electric, McDonald's, Coca-cola, Cadbury, Tesco, Pan Am, RBS and more. Crisis, Issues and Reputation Management defines reputation, explores how to value it and provides practical guidelines for effective reputation management, including advising companies on how to approach issues of Corporate Social Responsibility.

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