



# Crisis Communications: A Casebook Approach (Routledge Communication Series)

By Kathleen Fearn-Banks

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**Crisis Communications: A Casebook Approach (Routledge Communication Series)** By Kathleen Fearn-Banks

*Crisis Communications* presents case studies of organizational and individual problems that may become crises, and the communication responses to these situations. Helping professionals prepare for crises and develop communications plans, the third edition of this essential reference explores critical issues concerning how organizations, companies, and individuals communicate with the news media, employees, and consumers in times of crisis. Author Kathleen Fearn-Banks addresses how to choose the best possible words to convey a message, the best method for delivering the message, and the precise and most appropriate audience, in addition to illustrating how to avoid potential mismanagement.

Cases added to this edition include Hurricane Katrina and New Orleans, AIDS in Africa, and the Columbine High School shooting tragedy. Additional features of the text are:

- a discussion of rapidly changing communications technology as it relates to battling crises and causing crises;
- a section on communicating with the masses, particularly via Web sites and blogs;
- a chapter addressing theories relevant to crisis communications
- updated versions of cases analyzed in previous editions.

An accessible, practical, and extremely popular casebook, this text is a 'must read' for students in crisis communication and management, public relations and business/management. It is also an invaluable resource for professionals and business managers in handling crises.

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## **Crisis Communications: A Casebook Approach (Routledge Communication Series) By Kathleen Fearn-Banks Bibliography**

- Sales Rank: #2072367 in Books
- Brand: Brand: Lawrence Erlbaum Associates, Inc.
- Published on: 2007-01-31
- Original language: English
- Number of items: 1
- Dimensions: .83" h x 6.13" w x 9.04" l, 1.19 pounds
- Binding: Paperback
- 408 pages

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