Crisis Communications: A Primer for Teams: Second Edition

Al Czarnecki

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During a crisis, it's critical that senior managers — your chief executive, public relations, human resources, information technology, business continuity and facilities managers — pull together as a team:

• Outlines specific roles of key players prior to and during a crisis

• Describes planning and operational factors relevant to crisis communications

• Recommends important discussions for management team meetings

• Details how to keep your team available and functioning throughout a disaster

• Gives quick smartphone access to 150 subtopics via a nested index

Five parts, 15 chapters, 300 links to resources — lean writing, lots of considerations, practical advice — your team will find this a worthwhile read.

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