



Lukaszewski on Crisis Communication What Your CEO Needs to Know About Reputation Risk and Crisis Management c2013

By James E. Lukaszewski

Rothstein Associates Inc. Paperback. Book Condition: New. Paperback. 420 pages. Dimensions: 8.9in. x 5.9in. x 1.0in. Selected as one of 30 Best Business Books of 2013 by Soundview Executive Book Summaries . . . and also featured in a book summary, webinar, and new SoundviewPro video training series Crisis Response is a Learnable Art! YOUR CEO S IN HANDCUFFS! THINGS ARE GOING DOWNHILL, FAST! YOUR WHOLE WORLD IS WATCHING TO SEE WHAT YOU DO NEXT. In this industry-defining book on crisis management and leadership recovery, nationally recognized crisis expert and strategist, Jim Lukaszewski jump starts the conversation and taps into four decades of professional expertise to clearly differentiate a crisis from other business interruption events. According to Lukaszewski, This book's advice is based on the best ethical and operational practices for leaders. It illustrates the stumbles, fumbles, mumbles, bumbles and tumbles that need to be avoided. Doing it right, doing it quickly, and doing it honorably are the fundamental goals for the book and the lessons it teaches. Introducing the often overlooked concept of managing the victim dimension of crisis, Lukaszewski delivers one of the most important resources for executives, business leaders, and business educators to prepare for, survive, and...



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