



Risk Issues and Crisis Management in Public Relations: A Casebook of Best Practice (PR in Practice)

Michael Regester, Judy Larkin

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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 crucial when things go wrong. Written in a practical, lucid and easy to follow style. "Risk Issues and Crisis Management" shows clearly how issues and crises can be handled successfully and effectively with minimum damage and disruption. Contents include: * Defining issues management * Planning and implementing an issues management program * The media in crisis situations * Planning for the unexpected * Crisis communications management The book includes examples, case studies and models to show how complex issues and crises have been handled in practice, including both successful and unsuccessful campaigns. This fully updated second edition will make essential reading for management and communications specialists, all public relations specialists, and all students of public relations. Endorsed by the Institute of Public Relations, it is an excellent insight into this important area.

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