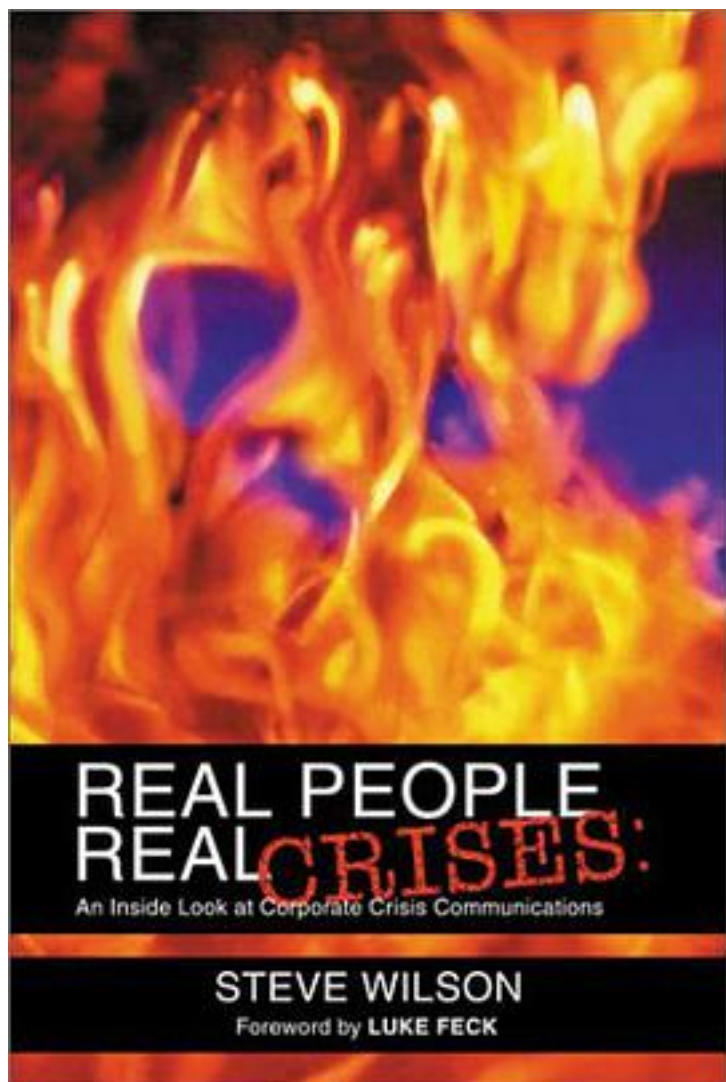


# Real People, Real Crises



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Real People, Real Crises takes readers behind the scenes to show how real men and women deal with the array of potential crises that impact organizations and corporations every day. Through a series of factual events ranging from product tampering to violence in the workplace, Steve Wilson weaves together a thought-provoking documentary that goes beyond the front-page headlines and crisis management textbooks. It's a no-nonsense, commonsense approach to the subject of crisis management communications written by someone with first-hand experience. Real People, Real Crises is a must-read for anyone whose business or organization might someday find itself facing a crisis of its own.

作者介绍:

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