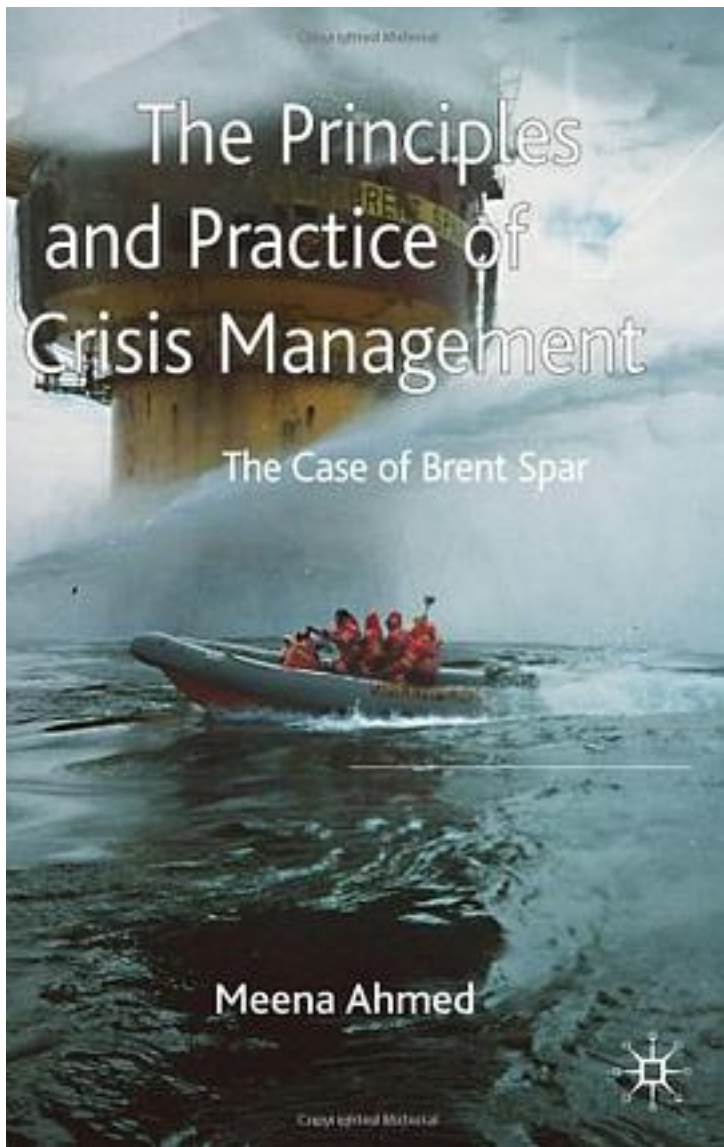


The Principles and Practice of Crisis Management



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This book focuses on the factors involved in the social mediation of risks, the social construction of reality, and attempts made by professionals to re-design how social reality appears. It looks at single-issue politics affecting the political agenda, the role of the mass media, as well as the way in which corporations respond in very sophisticated ways to threats to their political and ideological perspectives, and so advance their interests. The study also comments on how professional fields are created, demonstrating the work that goes into proposing, sustaining and promoting particular areas of expertise. This book offers a clear example of how the actions of highly sophisticated and reflexive actors - PR consultants, the media, corporate strategists and high profile campaign organizations - engaged in public controversies can be examined with the right amount of sympathy and analytical distance.

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