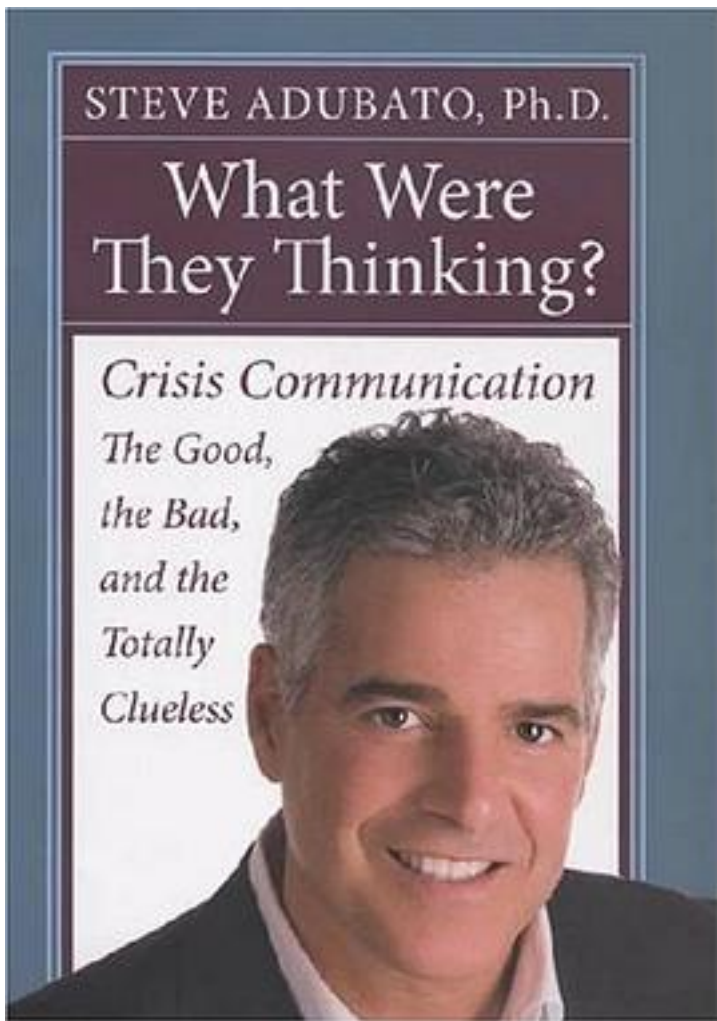# What Were They Thinking?

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出版者:Rutgers University Press

出版时间:2008-10-30

装帧:Hardcover

isbn:9780813543611

Some corporations spend millions of dollars on so-called acrisis communication

plans.a Others offer lip service, avoiding the subject like the plague. They simply hope for the best, praying that they never face a crisis. Either way, as Steve Adubato says, aWishful thinking is no substitute for a strategic plan.aNationally recognized communication coach and four-time Emmy Awardawinning broadcaster Steve Adubato has been teaching, writing, and thinking about commA-unication, leadership, and crisis communication for nearly two decades. In What Were They Thinking? Adubato examines twenty-two controversial and complex public relations and media mishaps, many of which were played out in public. Among cases and people discussed are: The Johnson and Johnson Tylenol scare: Perhaps the best crisis management everDon Imus: Sometimes saying asorrya is too little too lateFormer Attorney General Alberto Gonzales: Authority does not put you above questioning Bill OaReilly: Know when to stop defending yourself and save face Former EPA Administrator Christie Whitman: Proof that your written words can come back to haunt you Hurricane Katrina: A natural disaster that led to a larger governmental disaster The Catholic Churchas pedophilia scandal: Denial wonat get rid of the skeletons in your closet Arranged in short chapters detailing each case individually, the book provides a brief history of the topics and answers the questions: Who got it right? Who got it wrong? What can the rest of us learn from them?

作者介绍:

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评论

还是那些教科书上的药方：做好预案、快速反应、准确发布…。反而是看到实践中诸多诚意满满的危机处置最终也难逃一地鸡毛，没准安做缩头乌龟待热度散去会成为新时代的危机应对策略之一 —— When the white heat of outrage moves on to the hundred other reasons to be outraged, the focus dies down.

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