

Crisis Management in the New Strategy Landscape



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Crisis management is often viewed as a short-term response to a specific event. While that is a part of the crisis management process, "Crisis Management in the New Strategy Landscape" takes a long term approach and offers a strategic orientation to crisis management. The text follows a four stage crisis management framework: Landscape survey (anticipating crisis events), strategic planning (setting up the crisis management team and plan), crisis management (addressing the crisis when it occurs), and organizational learning (applying lessons from crisis so they will be prevented, or at least mitigated in the future). The features & benefits include: strategic approach used throughout the text; new trends in crisis management; material on business ethics; what to do after the crisis; and, case studies and vignettes at the beginning and end of each chapter.

作者介绍:

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