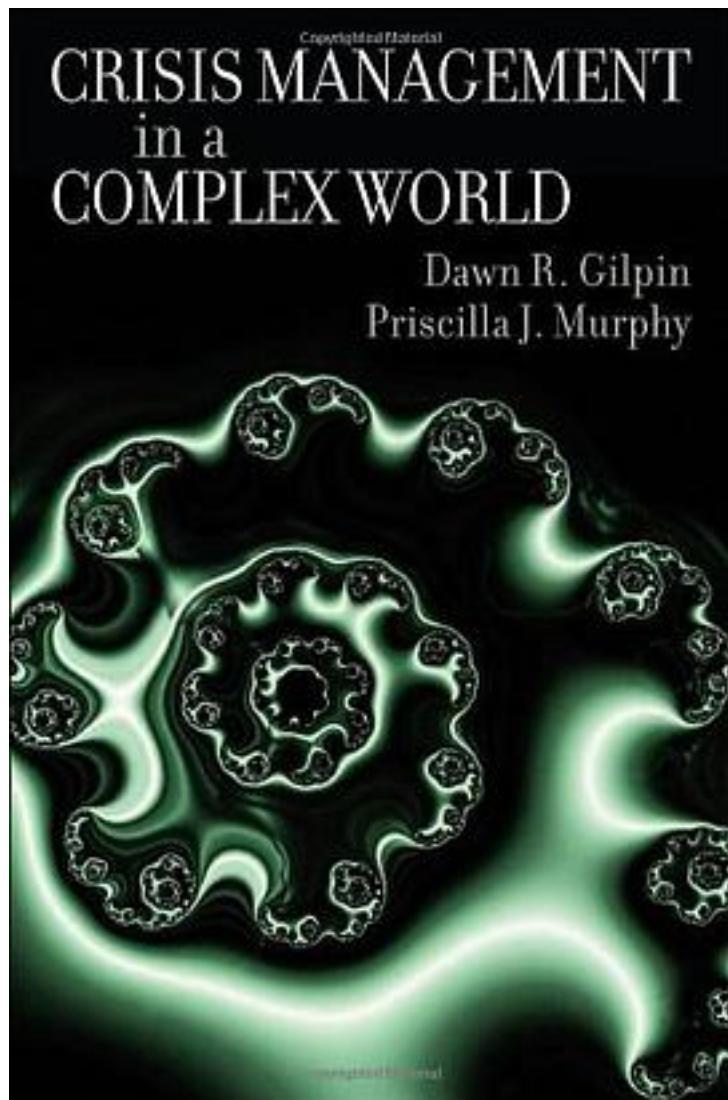


# Crisis Management in a Complex World



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著者:Gilpin, Dawn R./ Murphy, Priscilla

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Managers, business owners, public relations practitioners, and others grapple daily with issues that have the potential to radically redefine the reputation of a person, company, or industry. They confront a fundamental question about contemporary crisis management: to what extent is it possible to control events and stakeholder responses to them, in order to contain escalating crises or safeguard an organization's reputation? In Crisis Management in a Complex World, authors Dawn Gilpin and Priscilla Murphy address this question head-on. Operating from a strong theoretical orientation, this book marks a sharp departure from other crisis management texts, which focus on nuts-and-bolts procedures and information distribution in an effort to simplify the turbulent reality of a crisis situation. Instead, this book pairs real-world examples from across the globe with theory-based analysis to show why simplification often fails to alleviate crises, and can even intensify them. Gilpin and Murphy propose a new, complexity-based approach to organizational learning that can allow organizations to adapt quickly to changing circumstances. This volume addresses both scholars and high-level practitioners of public relations, organizational communication, and strategic management. Strongly cross-disciplinary, the book draws on theories from communication, the physical sciences, and business. It invites controversy and ultimately aims to change the way people conceptualize and prepare for crises.

作者介绍:

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标签

评论

D R Gilpin和 P J Murphy。其实昨天大雨，北京应急办就在行动哩。。不过我为神马要看危机管理的书，为神马呢。

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# 书评

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