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Titolo	Crisis Communication : A Stakeholder Approach // by Martin N. Ndlela
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Descrizione fisica	1 online resource (168 pages) : illustrations
Disciplina	363.345
Soggetti	Communication in organizations Strategic planning Leadership Business ethics Industrial organization Corporate Communication Business Strategy and Leadership Business Ethics Organization
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	1. Introduction -- 2. Stakeholder Approaches in Crisis Management -- 3. A Stakeholder Approach to Issues Management -- 4. A Stakeholder Approach to Risk Management -- 5. A Stakeholder Approach in Managing Reputation -- 6. A Stakeholder Approach to Inter-organisational Relationships -- 7. Stakeholder Communications During a Crisis -- 8. A Stakeholder Approach to Crisis Evaluation.
Sommario/riassunto	This timely book explores crises as an inevitable part of modern society, which causes ramifications not only for organisations, but also for a diverse range of stakeholders. Addressing the need for organisations to be guided by a stakeholder-oriented approach throughout all phases of the crisis communication process, the author draws upon various business disciplines and covers the management of issues, risk, reputation and relationships. Covering all stages of crisis

communication, from pre-crisis to post-crisis, stakeholder engagement is analysed through a series of case studies, with a particular focus on the role of social media. Scholars of corporate communications and business strategy will find this new book undoubtedly useful, and it will be of particular interest to those involved in crisis communication and management.

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