

1. Record Nr.	UNINA9910795482703321
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Titolo	Corporate communication crisis leadership : advocacy and ethics // Ronald C. Arnett, Sarah M. Deluliis, and Matthew Corr
Pubbl/distr/stampa	New York, New York : , : Business Expert Press, , 2017
ISBN	1-63157-502-3
Edizione	[First edition.]
Descrizione fisica	1 online resource (xiii, 202 pages) : illustrations
Collana	Public relations collection
Disciplina	658.4056
Soggetti	Communication in management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Part I. Issue attentiveness -- 1. Issue clarity -- 2. Issue and stakeholder influence -- 3. Communication ethics in action: British Petroleum and issue thoughtlessness -- Part II. Argument attentiveness -- 4. Argument clarity -- 5. Argument and stakeholder influence -- 6. Communication ethics in action: British Petroleum and argument thoughtlessness -- Part III. Conflict attentiveness -- 7. Conflict clarity -- 8. Conflict and stakeholder influence -- 9. Communication ethics in action: British Petroleum and conflict thoughtlessness -- Part IV. Crisis attentiveness -- 10. Crisis in review: the 2010 Deepwater Horizon disaster -- Bibliography -- Index.
Sommario/riassunto	Addresses the interplay of strategic moments of corporate communication clarity and/or its lack. This work differentiates issue, argument, conflict, and crisis while explicating their related interaction in organizational success or failure. Strategic communication responsiveness attends to a breadth of stakeholder concerns, interests, and demands, recognizing the communication ethics implications of such action. We explicate the performative consequences as British Petroleum in 2010 in the oil spill off the southern coast of the United States repeatedly failed to attend to information that could avert the Deepwater Horizon crisis. The organic connections between and among issue, argument, conflict, and crisis announce the existence or absence of communication ethics in action, which, this work contends, is essential for long-term leadership within a given industry.

