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Titolo	Effective apology : mending fences, building bridges, and restoring trust / / John Kador
Pubbl/distr/stampa	San Francisco, : Berrett-Koehler Publishers, 2009
ISBN	9786612300622 9781282300620 1282300628 9781605091396 1605091391
Edizione	[1st ed.]
Descrizione fisica	1 online resource (284 p.)
Collana	A BK business book
Disciplina	659.2
Soggetti	Corporate image Apologizing Corporations - Public relations Business communication Crisis management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 243-251) and index.
Nota di contenuto	The age of apology -- Why we apologize and what it accomplishes -- Recognition -- Responsibility -- Remorse -- Restitution -- Repetition -- When, where, and how to apologize -- How to accept (and reject) an apology -- Apology and forgiveness -- Obstacles to wholehearted apology -- The best apology possible : ten apology do's and don'ts -- Talking about apology : frequently asked questions -- What can I do now? Five apology practices.
Sommario/riassunto	From JetBlue to Eliot Spitzer, John Edwards to Pete Rose, at some point everyone needs to know how to make an effective apology. This is a survival guide for all of us who find a need to apologize in our business or professional work, either for ourselves or for our organizations. It guides the reader through all aspects of making effective apologies in all situations.