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Sommario/riassunto	When disaster strikes, a ritual unfolds: a flood of experts, bureaucrats, and analysts rush to the scene; personal tragedies are played out in a barrage of media coverage; on the ground, confusion and uncertainty reign. In this major comparative study, Gregory Button draws on three decades of research on the most infamous human and environmental calamities to break new ground in our understanding of these moments of chaos. He explains how corporations, state agencies, social advocacy organizations, and other actors attempt to control disaster narratives, adopting public relations strategi

