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Crisis Management: Tales from the Frontline

Caroline Sapriel, Dirk Lenaerts

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Crisis Management: Tales from the Frontline Caroline Sapriel, Dirk Lenaerts
Crisis Management: Tales from the Front Line takes a new approach to the topic of crisis communication and management by using storytelling to convey best practices. Caroline Sapriel and Dirk Lenaerts, partners of CS&A International, share case studies from around the world to illustrate each of their 10 “commandments” of effective crisis management. Ten chapters and 10 stories add up to 10 essential management lessons you won't want to miss. Using real-life stories from the front lines, Sapriel and Lenaerts offer readers valuable insights from a variety of scenarios. Sapriel and Lenaerts will guide readers through 10 crisis management best practices, including: — Own up and communicate the problem early on. — Don't try to make what is bad look good. — Always be prepared for the worst.

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