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Applied Crisis Communication and Crisis Management: Cases and Exercises

W. Timothy Coombs

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Applied Crisis Communication and Crisis Management: Cases and Exercises W. Timothy Coombs Designed to give students and public relations professionals the knowledge and skills they need to become successful crisis managers, **Applied Crisis Communication and Crisis Management: Cases and Exercises** by W. Timothy Coombs, includes a wide range of cases that explore crisis communication and management in action using a practical approach. In the first two chapters, the author introduces key theories and principles in crisis communication, which students apply by analyzing 17 cases drawn from recent headlines. Cases are explored from pre-crisis, mid-crisis, and post-crisis communication perspectives, and include a range of predominant crisis scenarios from product recalls to lawsuits to environmental disasters.

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