



Crisis Leadership: Planning for the Unthinkable

By Ian Mitroff

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From product defects to environmental disasters—almost every day a new corporate crisis hits the headlines. In the majority of cases the results are disastrous: costly and time-consuming efforts to establish a positive public image can be wiped out in seconds. The inadequate, and often damaging, response of American business to such adversity proves that we don't need better crisis management—we need crisis leadership. Ian Mitroff offers a new proactive approach that focuses on doing everything humanly possible to prevent crisis before they happen, rather than merely putting the best possible spin on the aftermath. In easy-to-read, accessible language, Mitroff presents the critical, key lessons that will help managers lead the organization through a major crisis.

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Crisis Leadership: Planning for the Unthinkable By Ian Mitroff Bibliography

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Editorial Review

From the Back Cover

IT SHOULDN'T TAKE A CRISIS TO CREATE A LEADER

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Highlights

- Focuses on the multitude of factors and forces that you need to consider to implement effective, proactive leadership.
- Shows how various corporate functions—such as legal, security, manufacturing, finance, and public affairs—work together to respond to crisis and minimize their occurrence and impact on the organization.
- Offers a truly integrated and systematic approach based on a combination of models, including a comprehensive look at what happens before, during, and after a crisis.
- Discusses the extreme importance of Emotional IQ in handling of, responding to, and preparing for any crisis.
- Reports on the latest findings from new national surveys.

About the Author

Dr. Ian I. Mitroff is currently the Harold Quinton Distinguished Professor of Business Policy at the Marshall School of Business, University of Southern California. He is also the Director of the USC Center for Strategic Public Relations and a Professor of Journalism in the Annenberg School of Communications at USC. Dr. Mitroff founded Comprehensive Crisis Management, Inc., which has consulted some of the nation's leading companies on a broad array of crises. He has also published over three hundred articles and more than twenty-three books.

Users Review

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John Richardson:

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