

## Your successful real estate career

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### Abstrak

There is a fundamental difference between business continuity planning and crisis management. Even a complete operational plan does little to prepare a company to come through a crisis with strength and confidence. According to Ian Mitroff, crises can (and will) now arise with unprecedented frequency, complexity, and destructive power, as what was once rare is now the norm: terrorism, cyberattacks, large-scale fraud, and kidnappings.