

The handbook of crisis communication / edited by W. Timothy Coombs and Sherry J. Holladay

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Abstrak

Written as a tool for both researchers and communication managers, the Handbook of crisis communication is a comprehensive examination of the latest research, methods, and critical issues in crisis communication. Includes in-depth analyses of well-known case studies in crisis communication, from terrorist attacks to Hurricane Katrina. Explores the key emerging areas of new technology and global crisis communication. Provides a starting point for developing crisis communication as a distinctive field research rather than as a sub-discipline of public relations or corporate communication.