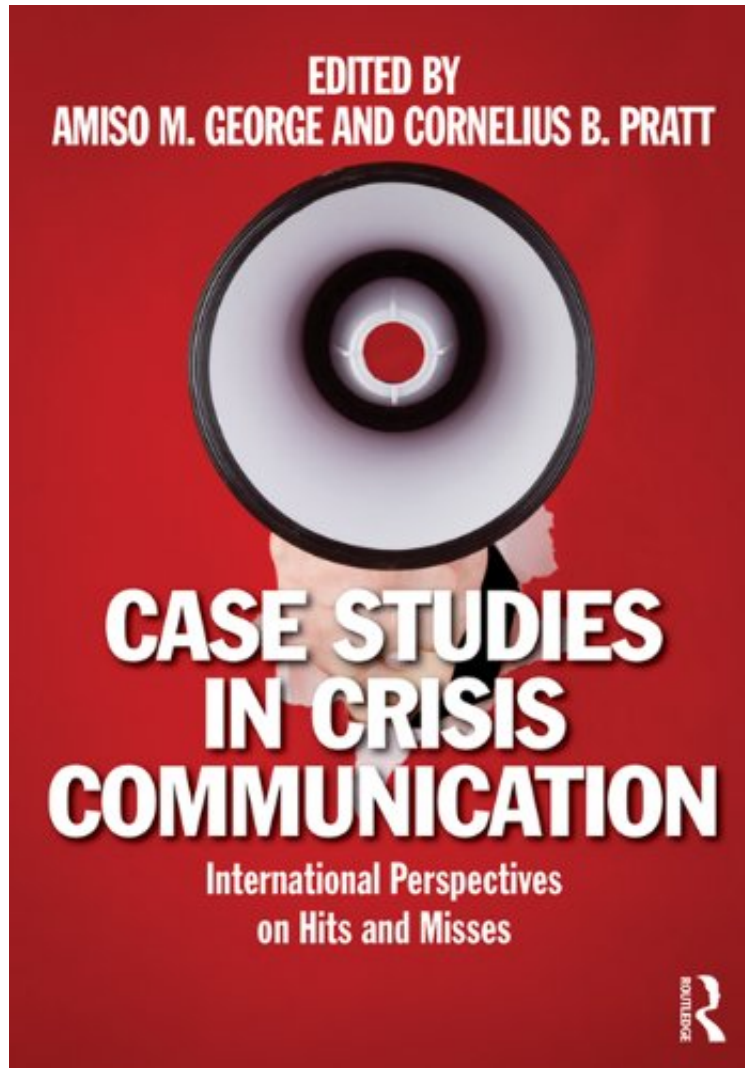


(Get free) Case Studies in Crisis Communication: International Perspectives on Hits and Misses

## Case Studies in Crisis Communication: International Perspectives on Hits and Misses

*From Routledge*

*DOC | \*audiobook | ebooks | Download PDF | ePub*



[Download](#)

[Read Online](#)

#108665 in eBooks 1997-08-13 1997-08-13 File Name: B007M94PYE | File size: 19.Mb

**From Routledge :** Case Studies in Crisis Communication: International Perspectives on Hits and Misses before purchasing it in order to gauge whether or not it would be worth my time, and all praised Case Studies in Crisis Communication: International Perspectives on Hits and Misses:

0 of 0 people found the following review helpful. Four StarsBy RoxieGreat book, very easy to read

Case Studies in Crisis Communication: International Perspectives on Hits and Misses was created to fill the gap for a much-needed textbook in case studies in crisis communication from international perspectives. The events of September 11, 2001, other major world crises, and the ongoing macroeconomic challenges of financial institutions,

justify the need for this book. While existing textbooks on the subject focus on U.S. corporate cases, they may not appeal equally to students and practitioners in other countries, hence the need to analyze cases from the United States and from other world regions. The variety and the international focus of the cases, be they environmental, health or management successes or failures, makes this book more appealing to a wider audience. These cases examine socio-cultural issues associated with responding to a variety of crises.