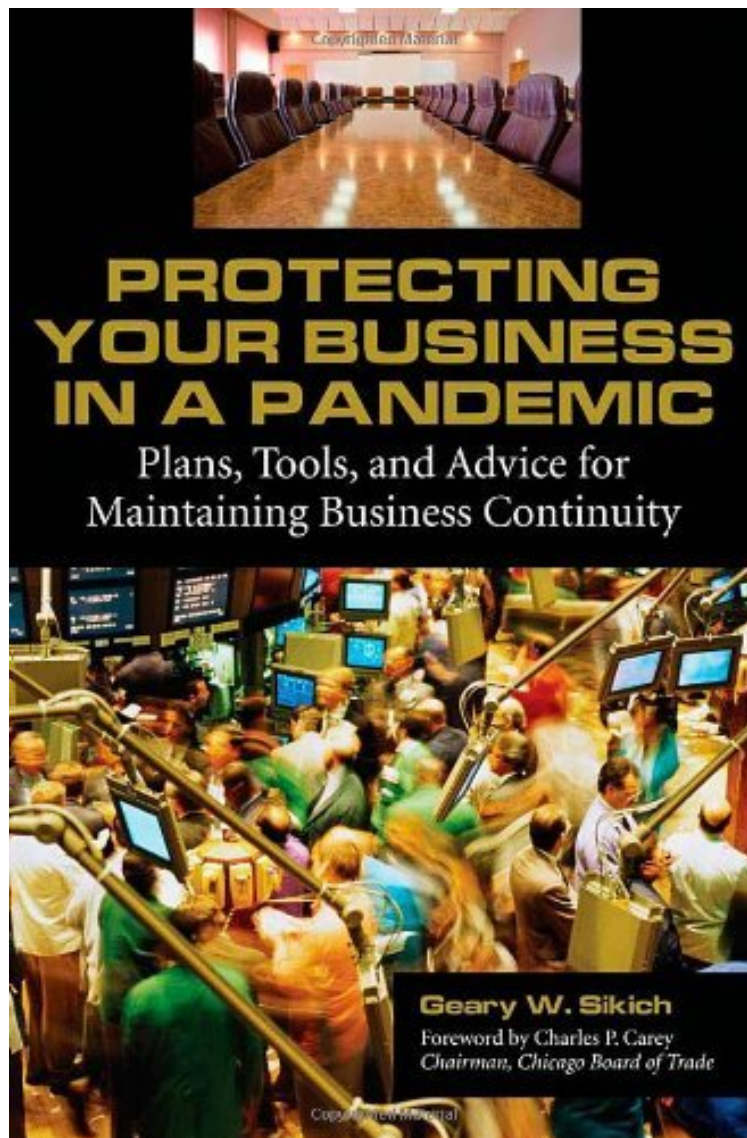


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Protecting Your Business in a Pandemic: Plans, Tools, and Advice for Maintaining Business Continuity

Geary W. Sikich

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Geary W. Sikich : Protecting Your Business in a Pandemic: Plans, Tools, and Advice for Maintaining Business Continuity before purchasing it in order to gage whether or not it would be worth my time, and all praised Protecting Your Business in a Pandemic: Plans, Tools, and Advice for Maintaining Business Continuity:

0 of 0 people found the following review helpful. A critically important bookBy Midwest Book ReviewThe countries

of the world are currently experiencing economic downturns that rival those of the Great Depression. The global economy is undergoing a truly global crisis that affects every business whether or not they are engaged in foreign trade. The current world-wide economic crisis is only the latest 'global pandemic' and has been preceded by such phenomena as the Avian flu pandemic which ended up costing the American economy about \$675 Billion before it ran its course. "Protecting Your Business In A Pandemic: Plans, Tools, And Advice For Maintaining Business Continuity" by Geary W. Sikich (symposium leader, public speaker, and founder of Logical Management Systems) was written to help ordinary business men and women and equip them with the tools necessary to surviving unpredicted world-wide upheavals in our increasingly interlocking economic systems. Of special note is the emphasis on socioeconomic and market ramifications, as well as the geopolitical impacts of a global pandemic. A valued addition to community and academic library Business Studies reference collections, "Protecting Your Business In A Pandemic" is a critically important book which is especially recommended for non-specialist general readers concerned with protecting the viability of their jobs and their companies from becoming casualties of international disasters in any of the forms such disasters can take.

A pandemic is an epidemic that covers a huge swath of the country or even the world. And it's just as scary as it sounds: For example, it's estimated that up to a third of the U.S. population could fall ill in an Avian flu pandemic, costing the U.S. economy alone up to \$675 billion. Worse, pandemics shatter lives and businesses and tend to rock society to its foundations. But humanity has been through pandemics before. As disaster-management and business-continuity expert Geary Sikich shows in this book, there are ways to make the best of a bad situation. These methods improve the chance that businesses will remain resilient, and people healthy, employed, and productive even in the darkest days of an international disaster. Protecting Your Business in a Pandemic helps managers and owners understand the threat pandemics pose to society, the overall economy, and their businesses. Using illustrative examples, it offers readers a practical guide for assessing the threat of pandemics to their own organizations and help in developing business-continuity plans to deal with the economic and medical consequences. Chapters include: -The Initial Response, which investigates possible pandemic scenarios and outcomes. - Global Reaction, which compares each scenario with previous pandemics and projects real-time reactions from all sectors of society. -The Danger of Reassortment, which introduces the reader to the resources they will need to respond to the long-term and/or possibly permanent changes to the economy. -After the Shock: Potential Risks for the Global Economy outlines important aspects of how business operations and society could be altered forever by the pandemic. Practical and hands on, the book provides step-by-step guidance in the form of evaluation and assessment tools, exercises, and detailed examples. Special tools include an easy-to-use roadmap for developing and maintaining a comprehensive business-continuity plan. Experts agree it's only a matter of time before another pandemic strikes. That's why every business needs to keep a copy of this book handy, before a global nightmare comes true.

"Sikich offers step-by-step guidance in the form of assessment tools, exercises, and detailed examples; Recommended. Research and practitioner collections." - Choice "Protecting Your Business in a Pandemic: Plans, Tools, and Advice for Maintaining Business Continuity is for business managers and owners who would understand pandemics and how they disrupt business functions - and how to re-organize a business with safeguards against major disruptions. From local to global reactions to pandemic reports to economic impacts on business, it offers a blend of assessment tools, exercises and applications key to developing a business continuity plan." - The Midwest Book "A valued addition to community and academic library Business Studies reference collections, Protecting Your Business In A Pandemic is a critically important book which is especially recommended for non-specialist general readers concerned with protecting the viability of their jobs and their companies from becoming casualties of international disasters in any of the forms such disasters can take." - The Midwest Book About the Author Geary W. Sikich is the author of It Can't Happen Here: All Hazards Crisis Management Planning, The Emergency Management Planning Handbook, and Integrated Business Continuity: Maintaining Resilience in Uncertain Times. The author of more than 175 published articles, in journals ranging from Continuity Insights to Supply Demand Chain Executive, Sikich is the founder and a principal of Logical Management Systems. An internationally recognized speaker and symposium leader, he consults on a regular basis with companies worldwide on continuity, crisis management, and issues of operational resilience.