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## Effective Crisis Communication: Moving From Crisis to Opportunity (Paperback)

By Robert R. Ulmer, Timothy L. Sellnow, Matthew W. Seeger

SAGE Publications Inc, United States, 2011. Paperback. Condition: New. 2nd Revised edition. Language: English . Brand New Book. This book provides the reader practical advice on how to effectively manage and overcome a crisis. Authors Robert R. Ulmer, Timothy L. Sellnow, and Matthew W. Seeger provide guidelines for taking the many challenges that crises present and turning those challenges into opportunities for overcoming a crisis. Key Features of this second edition: \* Brings together theory and experience: This book introduces readers to sound research and best practices in the field of crisis communication. \* Provides advice on how to create opportunity from crisis: Unlike other crisis communication texts, this book explains how organizations can and should emerge from crises as better organizations. \* Addresses prominent and diverse cases: Cases and practical applications from a wide variety of crises are included, such as food-borne illness outbreaks, terrorism, industrial disasters, and natural disasters. You Make the Call exercises allow readers to examine and critique the decisions made in such important cases such as 9/11, the 2003 California fires, the recent financial crisis, and the Swine flu pandemic.

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