

No one knows this better than Eric Dezenhall and John Weber, who help companies, politicians, and celebrities get out of various kinds of trouble. In this brutally honest and eye-opening guide, they take you behind the scenes of some of the biggest public relations successes and debacles of modern business, politics, and entertainment. You discover: Why the 1982 Tylenol cyanide-poisoning case is always cited as the best model for damage control, when in fact it has no relevance to the typical corporate crisis. Why Audi never fully recovered from driver accusations of "sudden acceleration" despite evidence that nothing was wrong with their cars. What the crises faced by George W. Bush, Jim McGreevey, Sammy Sosa, Lance Armstrong, Martha Stewart, Coca-Cola, and the Catholic Church have in common . . . and what they don't. This new revised edition includes an additional chapter Our Permanent Leakocracy including information about WikiLeaks and what that notorious case means for business.

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10 Results Eric Dezenhall is an author and damage control expert based in How to Get the Upper Hand When Your Business is Under Attack (Portfolio,). He is also an author of books of nonfiction (Damage Control: How to Get the Upper Hand When Your Business Is Under Attack) as well as fiction (Spinning. BUSINESS IS UNDER ATTACK. Read PDF Damage Control: How to Get the Upper Hand When Your Business Is Under. Attack. Authored by -. Released at -. Damage Control: How to Get the Upper Hand When Your Business Is Under Attack. Book Review. Completely one of the best publication We have at any time .

When you launch a business, your company's reputation is kind of like Unless you police the top of your mountain regularly and have safety procedures in place Social media allows anyone with a bone to pick to launch an attack so great, it's time to get reactive and start working to fix the damage. hunts and reputational attacks, entitled Damage Control: How to Get the Upper Hand When Your Business is. Under Attack (Portfolio,) and Nail 'Em!

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Damage Control: How to Get the Upper Hand When Your Business Is Under Attack Â· Eric Dezenhall, John Weber Snippet view -

Dezenhall is one of the nation's foremost crisis and damage control experts. Damage Control: How to Get the Upper Hand When Your Business is Under Attack Confronting High Profile Attacks on Celebrities and Businesses (Prometheus. Contrarian, in-your-face advice from two masters of crisis management And no one knows it better than Eric Dezenhall and John Weber, who have helped countless . It is really focused on responding to crises or attacks if you are a large corporation or CEO and it is . Shelves: business, reputation . See top shelves. Damage Control (Revised & Updated) has 27 ratings and 3 reviews. relations successes and debacles of modern business, politics, and entertainment. or have a natural curiosity for

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