



Managing Corporate Communications in the Age of Restructuring, Crisis, a: Revisiting Groupthink in the Boardroom (Hardback)

By David Silver

J Ross Publishing, United States, 2014. Hardback. Condition: New. Language: English . Brand New Book. Corporate executives, lawyers, and board of directors suffer from groupthink when confronted with a crisis, restructuring or litigation, which results in a communications meltdown that hurts a company's number one asset-its reputation. This failure to understand how to communicate in distressed situations results in lost credibility and trust on a global basis in front of many target audiences: customers, employees, vendors, business partners, the media, analysts covering the company, lenders, bankers, regulatory agencies, and elected officials. This book gives examples of corporations who failed to communicate in a crisis, litigation, or restructuring in this era of financial meltdowns. By analyzing real-life examples (Lehman Brothers, BP, Toyota, MGA/Mattel, etc.), it offers innovative solutions and communications strategies for decision makers to help avoid groupthink and keep good reputations intact. If you are a CEO, CFO, general counsel, board of director, or part of the C-suite, understanding how to communicate in a distressed situation is crucial. A public relations nightmare might be just around the corner. Be prepared! Key Features: Outlines failures in corporate communications that has brought down successful executives, ruined their reputations, exiled them from the boardroom and...



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