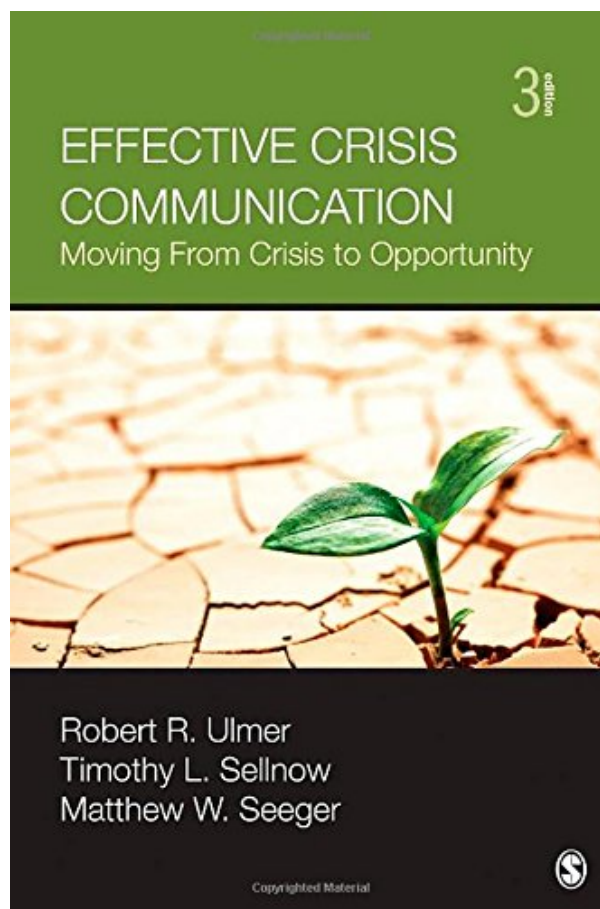
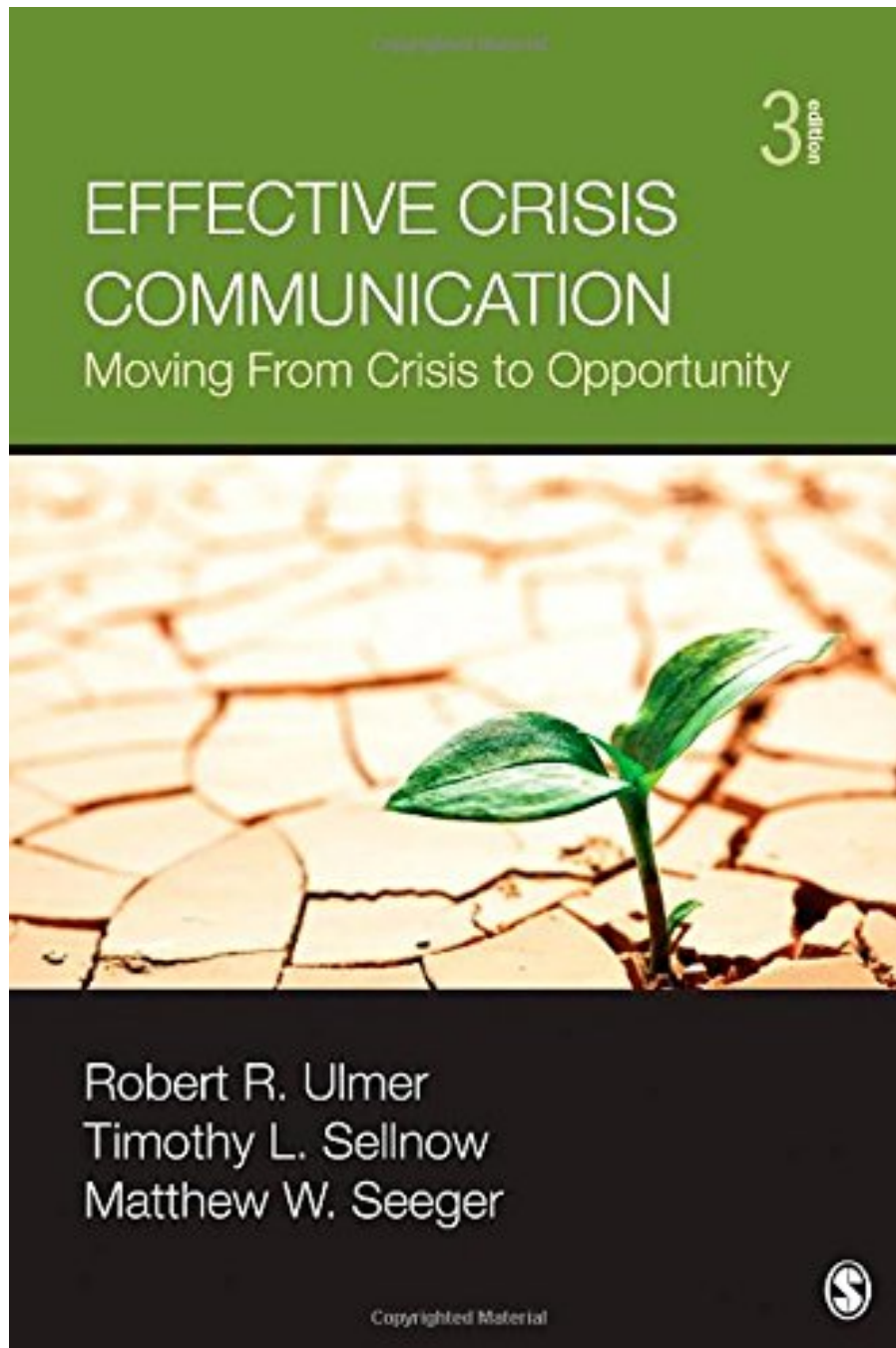


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In this fully updated Third Edition, three of today's most respected crisis/risk communication scholars provide the latest theory, practice, and innovative approaches for handling crisis. This acclaimed book presents a clear understanding about how to manage risks and crises effectively. The authors provide 18 in-depth case studies that highlight successes and failures in dealing with core issues of crisis leadership, managing uncertainty, communicating effectively, understanding risk, promoting communication ethics, enabling organizational learning, and producing renewing responses to crisis. Unlike other crisis communication texts, this book answers the question, "What now?" and explains how organizations can and should emerge from 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.

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