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Spotlighting the reality of crisis at levels ranging from local to global, author Otto Lerbinger helps readers understand the approaches and ways of thinking required for successful crisis management in today's world. As no organization or individual is immune from crisis, he guides managers to make good decisions under conditions of high uncertainty, and to consider the interests not only

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Bloggat om *The Crisis Manager* vrig information Otto Lerbinger is Professor Emeritus at Boston University, specializing in corporate public affairs and applying the social sciences to management and communication.

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Lerbinger's book succeeds on both counts. This is a good guide for companies seeking to prepare for crises in advance. After all, it's too late to plan once the crisis strikes. This is a good guide for companies seeking to prepare for crises in advance.