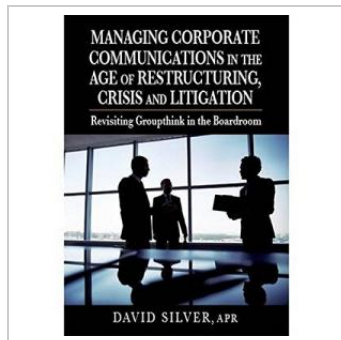



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Managing Corporate Communications in the Age of Restructuring, Crisis, a: Revisiting Groupthink in the Boardroom (Hardback)

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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