

## Ongoing Crisis Communication Planning Managing And Responding

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Crisis communication is the life blood of crisis management: when communication is ineffective so is the crisis management effort. This book emphasizes the role of communication throughout the crisis management process. W. Timothy Coombs uses a three-staged approach to crisis management - pre-crisis, crisis, and post-crisis. He reviews the latest research, explains how crisis communication can prevent or reduce the threats of a crisis, and provides guidelines for how best to act and react ...

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His research includes the award-winning book Ongoing Crisis Communication as well as Code Red in the Boardroom: Crisis Management as Organizational DNA. He is coauthor of a number of books, including It's Not Just PR and Public Relations Strategy and Application: Managing Influence with Sherry Holladay and Today's Public Relations with Robert Heath.

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Ongoing Crisis Communication: Planning, Managing, and Responding. California: Thousand Oaks. Coombs (2007) offers a comprehensive analysis of the crisis management process through the perspective of communication.

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