



Ongoing Crisis Communication: Planning, Managing, and Responding

W. Timothy Coombs

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Crisis communication is the lifeblood of crisis management: When communication is ineffective, so is the crisis management effort. Emphasizing the role of communication, W. Timothy Coombs uses a three-staged approach to crisis management?pre-crisis, crisis, and postcrisis. 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 in an emergency situation.

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