Risk Issues and Crisis Management in Public Relations: A Casebook of Best Practice

Risk issues and crisis management in public relations a casebook of best practice, 4th edition by Michael Regester and Judy Larkin

- Risk issues and crisis management in public relations features new, up-to-date case studies and discussions on the latest developments in the field. The book highlights the importance of managing risk and responding to crises to protect the reputation of an organization.

- The fourth edition has been thoroughly revised to reflect the latest trends and challenges in public relations. It includes new case studies and examples to illustrate how companies can effectively manage risk and crisis.

- This comprehensive guide is ideal for students, practitioners, and professionals in the field of public relations. It provides practical guidance on how to approach issues of corporate social responsibility and how to respond to crises successfully and effectively.

- The book is available at a low price from Amazon and includes free delivery worldwide. It is part of the Public Relations in Practice series and is written by Michael Regester and Judy Larkin.

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