



Crisis Communication: Theory and Practice

Alan Jay Zaremba

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Crises happen. When they do, organizations must learn to effectively communicate with their internal and external stakeholders, as well as the public, in order to salvage their reputation and achieve long-term positive effects. Ineffective communication during times of crisis can indelibly stain an organization's reputation in the eyes of both the public and the members of the organization.

The subject of crisis communication has evolved from a public relations paradigm of reactive image control to an examination of both internal and external communication, which requires proactive as well as reactive planning. There are many challenges in this text, for crisis communication involves more than case analysis; students must examine theories and then apply these principles. This text prepares students by:

- Providing a theoretical framework for understanding crisis communication
- Examining the recommendations of academics and practitioners
- Reviewing cases that required efficient communication during crises
- Describing the steps and stages for crisis communication planning

Crisis Communication is a highly readable blend of theory and practice that provides students with a solid foundation for effective crisis communication.

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