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Crisis Management: Leading in the New Strategy Landscape

William Richard (Rick) Crandall, John A. (Alan) Parnell, John E. (Edward) Spillan

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Crisis Management: Leading in the New Strategy Landscape William Richard (Rick) Crandall, John A. (Alan) Parnell, John E. (Edward) Spillan
Offering a strategic orientation to crisis management, this fully updated edition of ***Crisis Management: Leading in the New Strategy Landscape***, **Second Edition** by William "Rick" Crandall, John A. Parnell, and John E. Spillan helps readers understand the importance of planning for crises within the wider framework of an organization's regular strategic management process. This strikingly engaging and easy-to-follow text focuses on a four-stage crisis management framework: 1) Landscape Survey: identifying potential crisis vulnerabilities, 2) Strategic Planning: organizing the crisis management team and writing the plan, 3) Crisis Management: addressing the crisis when it occurs, and 4) Organizational Learning: applying lessons from crises so they will be prevented or mitigated in the future.

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