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Why Some Companies Emerge Stronger and Better from a Crisis: 7 Essential Lessons for Surviving Disaster

Ian I. Mitroff

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Why Some Companies Emerge Stronger and Better from a Crisis: 7 Essential Lessons for Surviving Disaster Ian I. Mitroff
Mitroff is the most eloquent voice we have writing about crises. This is his masterpiece." -- Warren Bennis There is a huge difference between business continuity planning and true crisis management. Ian Mitroff, recognized around the world as an authority in crisis management, has created a plan that goes well beyond ""disaster preparedness"" to help your company get accustomed to working in the face of some unsettling facts: * In an age of terror, cyberattacks, large-scale corporate fraud and more, crisis is no longer a question of if, but of when. * Your company, no matter its size, industry, or location, is not immune from this reality. * Your contingency planning will only be as effective as the human beings charged with putting it into action. Mitroff outlines seven distinct competencies your organization needs to handle crises effectively. Although crisis management has taken on new urgency in recent turbulent times, the need for careful planning did not originate on September 11, 2001. Mitroff's examples, drawn from interviews conducted both after the 2001 attacks and during his 25-year career as an expert in crisis management, demonstrate the need for action -- and offer a blueprint for taking it.

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