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Timothy Coombs, Robert R. Ulmer

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W. Timothy Coombs, Ongoing Crisis Communication:Planning, Managing, and Responding, Fourth Edition

Crises occur every day: an airplane crashes into a mountain; a corporation lays off thousands of workers; an oil spill threatens an ecosystem. Such crises can be devastating for individuals, organizations, the organizations' stakeholders, and even entire industries.

Ongoing Crisis Communication: Planning, Managing, and Responding provides an integrated and multi-disciplinary approach to the entire crisis communication process. Drawing on his extensive firsthand experience, Dr. Timothy Coombs uses a three-staged approach to crisis management (pre-crisis, crisis, and post-crisis), explains how crisis management can prevent or reduce the threats of a crisis, and provides guidelines for how best to act and react in an emergency situation. The book includes new coverage of social media, social networking sites, and terrorist threats while drawing from recent works in management, public relations, organizational psychology, marketing, organizational communication, and computer-mediated communication research.

Robert R. Ulmer, Effective Crisis Communication: Moving From Crisis to Opportunity, Third Edition
In this fully updated Third Edition, three of today's most respected crisis/risk communication scholars provide the latest theory, practice, and innovative approaches for handling crisis. This acclaimed book presents a clear understanding about how to manage risks and crises effectively. The authors provide 18 in-depth case studies that highlight successes and failures in dealing with core issues of crisis leadership, managing uncertainty, communicating effectively, understanding risk, promoting communication ethics, enabling organizational learning, and producing renewing responses to crisis. Unlike other crisis communication texts, this book answers the question, "What now?" and explains how organizations can and should emerge from crisis. Authors Robert R. Ulmer, Timothy L. Sellnow, and Matthew W. Seeger provide guidelines for taking the many challenges that crises present and turning those challenges into opportunities.

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