



Crisis Management

By Jack Gottschalk

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, Crisis Management, Jack Gottschalk, This title presents a fast track route to understanding crisis management. It covers the key areas of crisis management from crisis planning and handling a global business crisis to crisis plan execution. It offers examples and lessons from some of the world's most successful businesses, including Parsons Corporation, Pepsi Cola, Johnson and Johnson and General Motors, and ideas from the smartest thinkers, including Douglas Hearle, James E Lukaszewski and Fraser P Seitel. It includes a glossary of key concepts and a comprehensive resources guide.



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