
Brief Contents

<i>Preface</i>	xi
<i>Acknowledgments</i>	xiii
1 Crisis Communications Today	1
2 Crisis Communications Theory	17
3 Communications to Prevent Crises	35
4 Communications When the Crisis Strikes	45
5 Social Media and Crisis Communications	69
6 “Textbook” Crises	101
7 Culture Crises: Domestic	125
8 Culture Crises: Foreign and International	157
9 Environmental Crisis	203
10 Natural Disasters	219
11 Transportation Crises	281
12 Product Failure and Product Tampering	303
13 Death and Injury	329
14 The Crisis Communications Plan	353

Appendix A	Generic Crisis Communications Plan for a Large Company	371
Appendix B	Crisis Communications Plan: Seattle's Union Gospel Mission	391
Appendix C	Crisis Communications Plan for a Fictitious Small Business	397
	<i>Index</i>	416