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with Jed Limoges.
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Case Study-Florida

School Shooting 3

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Trends To Watch

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INTERAKTIF

QUIZIZZ UNTUK

PJJ\'' Learn how to

manage people

and be a better

leader **Legal**

Matta: Legal Side

of Crisis

Management (2)

Crisis

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Plan: How to go

from Chaos to

Growth with the

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The cases are explored from pre-crisis, mid-crisis, and post-crisis perspectives, and include a range of predominant crisis scenarios from product recalls to lawsuits to environmental disasters. Exercises

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are included to
help students apply
concepts from
crisis

communication
and management
such as crisis
threat assessment
and the utility of
social media in
scanning for crisis
warning signs.

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Exercises

accompany the cases to help students apply concepts from crisis communication and management, such as crisis threat assessment and using social media in scanning

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17 cases drawn ...

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Table 3: Crisis
Communication
Channel

Preparation Best
Practices; 1. Be
prepared to use a
unique web site or
part of your current
web site to address
crisis concerns. 2.

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Be prepared to use the Intranet as one of the channels for reaching employees and any other stakeholders than may have access to your Intranet. 3.

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