

Crisis Management: Planning and Media Relations for the Design and Construction Industry

Janine L. Reid



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The only step-by-step guide to crisis management for the design and construction industry

Accidents, lawsuits, labor walkouts . . . A crisis can come out of nowhere to strike even the most responsible and safety-conscious design and construction companies. The good news is that when bad things happen, there are ways to navigate successfully through the tough times to get your company back on track and back in business as soon as possible. The secret is to be prepared--and this book shows you how.

Written by one of the best-known experts in the field.

Crisis Management gives you the detailed practical knowledge, tools, and techniques you need to get ready for virtually any crisis situation--before it happens. With proven procedures, forms, and checklists to guide you through every step of the process, it helps you to:

* Anticipate, identify, and prevent potential crises when possible

* Assemble and manage a quick-response crisis management teamDevelop a comprehensive crisis management plan

- * Understand and use media communications effectively
- * Establish and cultivate good media relationships
- * No matter what area of design or construction you work in,

Crisis Management will make a vital contribution to the overall health and survival of your business-because when it comes to the unexpected, preparation really is everything.

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