



Public Relations Disasters: Talespin--Inside Stories and Lessons Learnt

Gerry McCusker

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This book entertainingly exposes some of the world's most infamous (and also some unreported) PR disasters showing how crisis management helped or hindered. Cases Include: Martha Stewart's insider trading scandal; Dow Corning breast implants; Starbucks and 9/11; Coca-Cola and Pepsi--pollution in India; Nestle and Ethiopia's debt; McDonald's "McLibel" case.

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