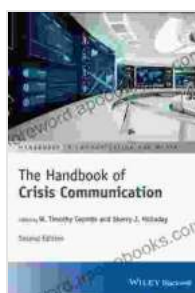


# The Handbook of Crisis Communication: A Comprehensive Guide to Managing and Communicating Through Organizational Crises

By **W. Timothy Coombs** and **Larissa A. Grunig**

The Handbook of Crisis Communication is a comprehensive guide to managing and communicating through organizational crises. It provides a theoretical understanding of crisis communication, as well as practical strategies and tactics for communicating during a crisis.

The book is divided into three parts. The first part provides an overview of crisis communication, including its history, theories, and key concepts. The second part focuses on the strategic management of crisis communication, including how to develop a crisis communication plan, manage relationships with stakeholders, and communicate with the media.



## The Handbook of Crisis Communication (Handbooks in Communication and Media 23) by W. Timothy Coombs

★★★★☆ 4.3 out of 5

Language : English  
File size : 4193 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Print length : 769 pages  
Lending : Enabled



The third part of the book provides specific guidance for communicating during different types of crises, including natural disasters, product recalls, financial crises, and reputational crises. The book also includes case studies of real-world crises, and exercises to help readers apply the principles of crisis communication.

The Handbook of Crisis Communication is an essential resource for anyone who works in public relations, marketing, or communication. It is also a valuable resource for scholars and students of crisis communication.

## **Key Features**

- Provides a comprehensive overview of crisis communication, including its history, theories, and key concepts
- Focuses on the strategic management of crisis communication, including how to develop a crisis communication plan, manage relationships with stakeholders, and communicate with the media
- Provides specific guidance for communicating during different types of crises, including natural disasters, product recalls, financial crises, and reputational crises
- Includes case studies of real-world crises, and exercises to help readers apply the principles of crisis communication

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1. Introduction to Crisis Communication
2. Theories of Crisis Communication
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4. Strategic Crisis Management
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6. Media Relations in Crisis Communication
7. Communicating During Different Types of Crises
8. Case Studies in Crisis Communication
9. Exercises in Crisis Communication

### **About the Authors**

W. Timothy Coombs is Professor and Dean of the Moody College of Communication at The University of Texas at Austin. He is the author or co-author of numerous books on public relations, crisis communication, and reputation management.

Larissa A. Grunig is Professor Emeritus of Public Relations at the University of Maryland. She is the author or co-author of numerous books on public relations, including

### **Reviews**

"The Handbook of Crisis Communication is the definitive resource on this critical topic. Coombs and Grunig provide a comprehensive overview of the theory and practice of crisis communication, and they offer invaluable insights for managing and communicating through crises."

**-James Grunig**, Professor Emeritus, University of Maryland

"The Handbook of Crisis Communication is a must-read for anyone who works in public relations, marketing, or communication. It is a

comprehensive and practical guide to managing and communicating through crises."

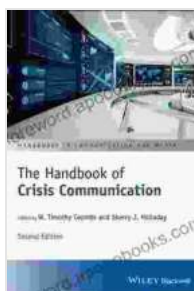
**-Kathleen Fearn-Banks**, Professor, University of Massachusetts Amherst

"The Handbook of Crisis Communication is an essential resource for scholars and students of crisis communication. It provides a comprehensive overview of the field, and it offers valuable insights for research and practice."

**-Robert L. Heath**, Professor, University of Houston

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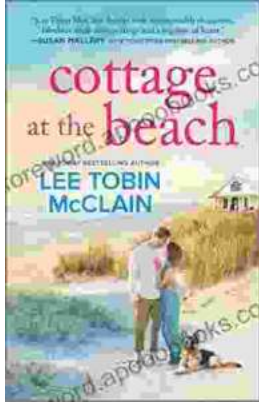


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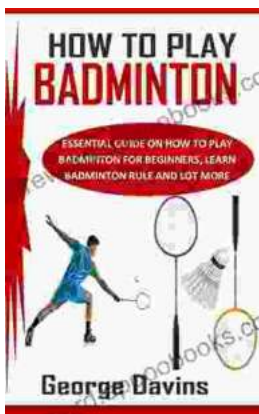
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