

Crisis Issues And Reputation Management Pr In Practice

Accelerating global change is generating a volatile, shifting and potent array of risks and threats for business and corporate management. If business is to survive and recover, the authors argue that a major shift is needed that embraces corporate culture, operational planning and the key role of communication in the information revolution. This innovative text meets this challenge head on. It includes informed insights into the implications for strategic planning, management and communications handling for companies facing serious issues and crisis situations in tomorrow's corporate world. With a wide-ranging review of the information and communications revolution, and a forecast of future parameters for planning and execution of crisis management, this book will be invaluable reading for all those involved in the strategic management of technology and corporate communications.

"Reputation Management is an established how-to guide for students and professionals, as well as CEOs and other business leaders. This fourth edition is updated throughout, including: new social media management techniques for the evolving age of digital media, and perspectives on reputation management in an era of globalization. The book is embroidered by ethics, and organized by corporate communication units, such as media relations, issues management, crisis communication, organizational communication, government relations, and investor relations. Each chapter is fleshed out with the real-world experiences cited by the authors and contributions from 36 leaders in the field, including The Arthur W. Page Society, the International Communications Consultancy Organization, the PR Council, CVS Health, Edelman and Ketchum. This was the first book on reputation management and, now in its fourth edition, remains a must-have reference for students taking classes in public relations management, corporate communication, communication management, and business. CEOs, business leaders, and professionals working in these areas find it a reliable resource for measuring, monitoring and managing reputation"--

Crisis, Issues and Reputation Management defines reputation, explores how to value it and provides practical guidelines for effective reputation management, including how to approach issues of Corporate Social Responsibility. Practical and accessible, it outlines a comprehensive approach to managing situations that may turn into crises and handling crises once they occur. Featuring a wide range of international case studies of brands who have had to respond to a variety of crises including Nestle, Unilever, General Electric, McDonald's, Coca-cola, Cadbury, Tesco, Pan Am, RBS and more, Crisis, Issues and Reputation Management demonstrates how organizations have to understand and respond rapidly to shifting public values, rising expectations, demands for public consultation and increasingly intrusive news media. As such, it provides a new and broader perspective on the topic for new and seasoned practitioners alike.

This timely book explores crises as an inevitable part of modern society, which causes ramifications not only for organisations, but also for a diverse range of stakeholders. Addressing the need for organisations to be guided by a stakeholder-oriented approach throughout all phases of the crisis communication process, the author draws upon various business disciplines and covers the management of issues, risk, reputation and relationships. Covering all stages of crisis communication, from pre-crisis to post-crisis, stakeholder engagement is analysed through a series of case studies, with a particular focus on the role of social media. Scholars of corporate communications and business strategy will find this new book undoubtedly useful, and it will be of particular interest to those involved in crisis communication and management.

The Routledge Handbook of Strategic Communication provides a comprehensive review of research in the strategic communication domain and offers educators and graduate-level students a compilation of approaches to and studies of varying aspects of the field. The volume provides insights into ongoing discussions that build an emerging body of knowledge. Focusing on the metatheoretical, philosophical, and applied aspects of strategic communication, the parts of the volume cover: • Conceptual foundations, • Institutional and organizational dimensions, • Implementing strategic communication, and • Domains of practice An international set of authors contributes to this volume, illustrating the broad arena in which this work is taking place. A timely volume surveying the current state of scholarship, this Handbook is essential reading for scholars in strategic communication at all levels of experience.

IOCBM 2008 is the second International Online Conference on Business and Management at a global scale, attracting business and management practitioners, students, professors, researchers, and activists from around the world to submit their research findings to the conference. It is an annual conference in the field of business and management which is held by ALA Excellence Consulting Group annually. More information about this conference can be found at <http://www.ala.ir/iocbm2008>.

Offering a wealth of thought-provoking insights, this topical Research Handbook analyses the interplay between the law and politics of the EU and examines the role of law and legal actors in European integration.

Accessible, easy to read case-studies in real-world project management challenges, each case study contains a story of the problem followed by an examination of the solution presented in easy to understand language.

Social Media and Crisis Communication provides a unique and timely contribution to the field of crisis communication by addressing how social media are influencing the practice of crisis communication. The book, with a collection of chapters contributed by leading communication researchers, covers the current and emerging interplay of social media and crisis communication, recent theories and frameworks, overviews of dominant research streams, applications in specific crisis areas, and future directions. Both the theoretical and the practical are discussed, providing a volume that appeals to both academic-minded readers as well as professionals at the managerial, decision-making level. The audience includes public relations and corporate communication scholars, graduate students studying social media and crisis communication, researchers, crisis managers working in communication departments, and business leaders who make strategic business communication planning. No other volume has provided the overarching synthesis of information regarding the field of crisis communication and social media that this book contains. Incorporated in this volume is the recent Social-mediated Crisis Communication Model developed by the editors and their co-authors, which serves as a framework for crisis and issues management in a rapidly evolving media landscape.

- ... release reputation bearers from the burden of being constantly monitored and reduce the likelihood of government or public supervision and control.
- ... strengthen client trust, ease the recruitment and retention of capable employees and improve access to capital markets or attract investors.
- ... legitimate positions of power and build up reserves of trust which - lowed companies and politicians – but also researchers and journalists – to put their issues on the public agenda, present them credibly and mould them in their own interests. But a fear of loss is not the only reason for the steadily increasing - portance of reputation in corporate management today (or more especially, in the minds of top management). Rather, the main reason is that corporate reputation has shifted from being an unquantifiable 'soft' factor to a measurable indicator in the sense of management control. And it is a variable that is obviously relevant to a company's performance: recent studies by the European Centre for Reputation Studies and the Ludwig-Maximilians- Universität of Munich compared the stock market performance of a portfolio of the top 25% of reputation leaders (based on regular reputation measurements in the wider public) with that of the German DAX 30 stock market index. The results show that a portfolio consisting of reputation leaders 1 outperformed the stock market index by up to 45% – and with less

risk. Fig. 1. Performance of 'reputation portfolios' vs.

The reputation of an organisation influences who we buy from, work for, supply to and invest in. Intangible assets, of which reputation forms an important part, account for well over 50 per cent of the value of the Fortune 500 and even more in the case of the FTSE 100. This fourth edition of Risk Issues and Crisis Management in Public Relations has been completely revised and aims to define reputation, explores how to value it and provides practical guidelines for effective reputation management. This latest edition features new sections on the effects of recent world events, Corporate Social Responsibility, climate change and sustainability, legal revisions and the use of the Internet in a crisis. Featuring new case studies on Oxfam V Starbucks, Sony, Dell, Ribena, BP, Bernard Matthews and the bird flu issue, Northern Rock, Walmart, Celebrity Big Brother 07, the Cadbury Salmonella outbreak, the Virgin train crash and the Buncefield Oil Explosion, the book charts how rapidly the reputation management agenda moves and yet how slowly business learns.

Crisis communication is the life blood of crisis management: when communication is ineffective so is the crisis management effort. This book emphasizes the role of communication throughout the crisis management process. W. Timothy Coombs uses a three-staged approach to crisis management - pre-crisis, crisis, and post-crisis. He reviews the latest research, explains how crisis communication can prevent or reduce the threats of a crisis, and provides guidelines for how best to act and react in an emergency situation. New to the Third Edition: * A new chapter on the Internet and social media, showing how it has become both a tool for recognizing warning signs as well as a key channel for communicating with stakeholders during a crisis * Updated discussion throughout to reflect the importance of the online world: The book explores the concept of paracrisis; covers online preparations organizations should make; considers the effects of social media on the crisis response; and explores the emergence of online memorials * Integrates crisis management with three other proactive management functions - issues management, risk management, and reputation management - demonstrating that the best way to manage a crisis is to prevent one * A new epilogue summarizing key lessons for managers from the vast crisis communication research literature. Key Features: * "What would you do?" cases are included throughout. With information from a real crisis event, a series of questions allow students to apply concepts in the chapter to the case * Discussion Questions are provided at the end of each chapter, helping readers extend their understanding of the material.

The intersection of issues and crises management with risk and reputation is one of the most dynamic and challenging areas of professional communication. Written by one of Australia's leading experts in issue and crisis management, this book introduces and examines each of these elements, and explores their relationship as an integrated model within the broader contexts of public relations, communication and management. It provides comprehensive analysis and discussion of theoretical perspectives and current field research, and introduces industry examples of best practice. Issue and Crisis Management equips students and practitioners with key knowledge and skills to manage the communication process within organisations, and inform strategic responses to issues and crises. Key features Case studies at the end of each chapter connect theory to practical examples from the Asia Pacific region Discussion of the role and impact of social media usage is incorporated throughout Key points, activities and discussion questions support student learning Includes a fully-worked example of a detailed issue management plan.

A company owns its brand; the public owns its reputation. The words of communities, customers, and critics can help or harm your business's standing with the public. While not all crises can be avoided, your company's reputation can be managed with an empowering, strategic framework designed to proactively maintain your image before disaster occurs. In Critical Moments, corporate communications expert Bill Coletti reveals how you can build reputational excellence by meeting the needs and expectations of the public. He takes you step-by-step through his Four A's--Awareness, Assessment, Authority, and Action--that will help you develop your company's situational understanding, research agenda, operational risks, and action plan to recover and grow your reputation. Missed customer expectations can seriously damage a company. Bill Coletti provides a logical management framework for the least manageable aspects of corporations.

Packed with examples and case studies, this guide shows in a clear and practical way how issues and crises can be handled successfully and effectively with the minimum of damage.

Reputation is becoming an imperative business function that influences strategic decisions including the direction of a business plan and how an organization should be communicating with its stakeholders and publics. It is crucial for an organization to measure public relations outputs and outcomes as well as measuring established and developing relationships. Reputation Management Techniques in Public Relations is a critical scholarly resource that examines public relations strategies, such as employing media plans, determining communication channels, setting objectives, choosing the right promotional programs and message strategies, budgeting and assessing the overall effectiveness of a company's public relations strategy. Featuring coverage on a broad range of topics, such as brand and customer communications, corporate social responsibility, and leadership, this book is geared towards practitioners, professionals, and scholars seeking current research on reputation management.

Crisis, Issues and Reputation Management Kogan Page Limited

Masterwork on Crisis Communication and Reputation Risk Selected as One of "30 Best Business Books of 2013" Jim Lukaszewski -- nationally recognized PR expert, executive coach, often called America's Crisis Guru, and noted by Corporate Legal Times as one of "28 experts to call when all hell breaks loose" -- advises exactly what to do, what to say, when to say it, and when to do it, while the whole world is watching. The book is endorsed by the Business Continuity Institute. In this industry-defining book on crisis management and leadership recovery, Lukaszewski jump-starts the discussion by clearly differentiating a crisis from other business interruptions and introduces a concept rarely dealt with in crisis communication and operational response planning: managing the victim dimension of crisis. Delivered in his straight-talking style and backed with compelling case studies, Lukaszewski On Crisis Communication is your guide to preparing for a crisis and the explosive visibility that comes with it. Using case studies, examples and templates, he explains how to build a crisis management plan and how to put it into action in the real world of media scrutiny, social media, activists, and litigation. Lukaszewski distills four decades of experience into 10 chapters of field-tested how-to's, practical tools, tips, charts, checklists, forms, and templates and teaches you: How crises create victims; To avoid the toxicity of silence; To overcome the abusive, intrusive and coercive behavior of bloviators, bellyachers, back-bench bitches, the media, activists and critics; To drive attorneys to settle instead of litigate; Apology is the atomic energy of

empathy; Simple, sensible, sincere, constructive, positive techniques to reduce contention and to succeed! Chapter learning objectives; discussion questions; case studies; real-life examples; and glossary facilitate college and professional development classroom use.

The Definitive Guide to Communicating in Any Crisis “When facing an already difficult crisis, the last thing a company needs is to make it worse through its own communications – or lack thereof. As one who has lived through a number of [business] crises and served as an independent investigator of the crises of others, I consider Steven Fink’s book to be an excellent guide to avoiding collecting scar tissue of your own by learning from the scar tissue painfully collected by others.”—Norman R. Augustine, former Chairman and Chief Executive Officer, Lockheed Martin There are few guarantees in business today. Unfortunately, one of them is the inevitability of a crisis having a potentially major effect on your business and your reputation. When your company finds itself in the midst of a crisis, the ripple effects can disrupt lives and business for the foreseeable future if public opinion is not properly shaped and managed. Skillfully managing the perception of the crisis determines the difference between a company’s life or death. Because in the pitched battle between perception and reality, perception always wins. Fortunately, there is a solution. Crisis communications and crisis management legend Steven Fink gives you everything you need to prepare for the inevitable—whether it’s in the form of human error, industrial accidents, criminal behavior, or natural disasters. In this groundbreaking guide, Fink provides a complete toolkit for ensuring smooth communications and lasting business success through any crisis. Crisis Communications offers proactive and preventive methods for preempting potential crises. The book reveals proven strategies for recognizing and averting damaging crisis communications issues before it’s too late. The book also offers ways to deal with mainstream and social media, use them to your advantage, and neutralize and turn around a hostile media environment Steven Fink uses his decades of expertise and experience in crisis communications to help you: UNDERSTAND AND MANAGE THE RELATIONSHIP BETWEEN PUBLIC PERCEPTION AND REALITY CHOOSE THE BEST SPOKESPERSON FOR THE CRISIS PROTECT YOUR BRAND AND REPUTATION THROUGH CRISES LARGE AND SMALL MAKE WISE, VIGILANT, AND DEFENSIBLE DECISIONS UNDER EXTREME CRISIS-INDUCED STRESS TELL THE TRUTH NO MATTER HOW TEMPTING IT MAY BE TO MISLEAD USE SOCIAL MEDIA OUTLETS TO COMMUNICATE DIRECTLY TO THE PUBLIC ABOUT A CRISIS The explosion of the Internet and, especially, social media, has added a new layer to the business leader’s skill set: the ability to handle a crisis quickly and professionally within moments of its occurrence. Livelihoods depend upon it. With in-depth case studies of Toyota, BP, and Penn State, Crisis Communications provides everything you need to successfully lead your company through today’s rocky landscape of business—where crises large and small loom around every corner, and the lives of businesses and management teams hang in the balance. PRAISE FOR STEVEN FINK’S CRISIS MANAGEMENT “Every major executive in America ought to read at least one book on crisis management. In this way, he or she might be better prepared to deal with the disasters striking organizations at an ever-increasing rate ... The question is: ‘Is Steven Fink’s book one that busy executives ought to read?’ The answer is a resounding yes.”—LOS ANGELES TIMES, FRONT PAGE SUNDAY BOOK REVIEW

Senior management and leaders within companies embroiled in crisis, have learned the hard way what happens when the unthinkable becomes a reality - an accident results in death or injury; a failed company takeover causes share prices to plummet; or toxic food, medicines and drinks leads to mass hysteria. All attention focuses on the guilty parties - and the media can be expected to make this crisis headline news within a matter of hours. No company or organisation is immune to crisis. Everyday, organisations run the risk of being affected. However, a crisis does not necessarily have to turn into a disaster for the business or organisation involved. Crisis Communication provides readers with advice on how to limit damage effectively by acting quickly and positively. Moreover, it explains how to turn a crisis into an opportunity by communicating efficiently, through the use of successful public relations strategies. Providing information on accountability; crisis communication planning; building your corporate image; natural disasters; accidents; financial crises; legal issues; corporate re-organisation; food crises; dealing with negative press; media training; and risk managers, Crisis Communication is a thorough guide to help prepare your organisation for any future calamities. Including international case studies, crisis communication checklists and sample crisis preparation documents, this book ensures that you are fully prepared for the absolute necessity of proactive crisis communication and proper planning, should you be confronted with a crisis.

We envisage a text of approximately 120 pages or 15 pages per chapter. The principal audiences for the book are corporate executives, leaders of non-profits and public institutions, corporate communications leaders and graduate business and communications students. This text will be grounded in current theory about crisis communication and issues management. However, the theoretical elements will be explained in the context of the practical management of corporate image and corporate reputation. The bulk of the text will focus clearly on guidelines for the practice of issues and crisis management. While the focus on 'corporate' reputation will be clear, everything in the book will apply broadly to other organizations such as non-profits, educational institutions or government agencies.

Reflecting advances in theory, research, and application in the discipline since the publication of the Handbook of Public Relations in 2001, this new volume is global in scope and unmatched in its coverage of both academic research and professional best practice. It presents major theories in the words of the leading advocates for each theory; positions public relations as a positive force to help make society more fully functional; and challenges academics and practitioners to identify best practices that can inform the work of those in the profession.

Today's managers, business owners, and public relations practitioners grapple daily with a fundamental question about contemporary crisis management: to what extent is it possible to control events and stakeholder responses to them, in order to contain escalating crises or safeguard an organization's reputation? The authors meet the question head-on,

departing from other crisis management texts, and arguing that a complexity-based approach is superior to the standard simplification model of organizational learning.

This handbook comprehensively explores the European Union's institutional and policy responses to crises across policy domains and institutions – including the Euro crisis, Brexit, the Ukraine crisis, the refugee crisis, as well as the global health crisis resulting from COVID-19. It contributes to our understanding of how crisis affects institutional change and continuity, decision-making behavior and processes, and public policy-making. It offers a systematic discussion of how the existing repertoire of theories understand crisis and how well they capture times of unrest and events of disintegration. More generally, the handbook looks at how public organizations cope with crises, and thus probes how sustainable and resilient public organizations are in times of crisis and unrest.

Canada's most comprehensive textbook on public relations and marketing communications featuring 20 expert contributors.

The reputation of an organization influences whether or not we buy from, work for, supply to and invest in that organization. This fourth edition of Risk Issues and Crisis Management in Public Relations defines reputation, explores how to value it, and provides practical guidelines for effectively managing it. This latest edition features new sections on the effects of recent world events, Corporate Social Responsibility, climate change and sustainability, legal revisions and the use of the Internet in a crisis. Featuring new case studies on Oxfam & Starbucks, Sony, Dell, BP, and Wal-mart, the book charts how rapidly the reputation management agenda moves and yet how slowly business learns. The book aims to give senior executives and communications professionals a guide to the importance of reputation (in terms of how positively or negatively an organisation is perceived by stakeholders such as employees, customers and members of the media), and inspire their thinking in managing reputation.

The International Encyclopedia of Organizational Communication offers a comprehensive collection of entries contributed by international experts on the origin, evolution, and current state of knowledge of all facets of contemporary organizational communication. Represents the definitive international reference resource on a topic of increasing relevance, in a new series of sub-disciplinary international encyclopedias Examines organization communication across a range of contexts, including NGOs, global corporations, community cooperatives, profit and non-profit organizations, formal and informal collectives, virtual work, and more Features topics ranging from leader-follower communication, negotiation and bargaining and organizational culture to the appropriation of communication technologies, emergence of inter-organizational networks, and hidden forms of work and organization Offers an unprecedented level of authority and diverse perspectives, with contributions from leading international experts in their associated fields Part of The Wiley Blackwell-ICA International Encyclopedias of Communication series, published in conjunction with the International Communication Association. Online version available at Wiley Online Library Awarded 2017 Best Edited Book award by the Organizational Communication Division, National Communication Association

Ongoing Crisis Communication: Planning, Managing, and Responding provides an integrated and multi-disciplinary approach to the entire crisis communication process. Drawing on his extensive firsthand experience, Dr. Timothy Coombs uses a three-staged approach to crisis management (pre-crisis, crisis, and post-crisis), explains how crisis management can prevent or reduce the threats of a crisis, and provides guidelines for how best to act and react in an emergency situation. The book includes new coverage of social media, social networking sites, and terrorist threats while drawing from recent works in management, public relations, organizational psychology, marketing, organizational communication, and computer-mediated communication research.

Only 31% of people trust business leaders to tell the truth according to a survey conducted by the Institute of Business Ethics. A damaged reputation can have severe knock-on effects on the bottom line, and most corporates value their reputations accordingly. New Strategies For Reputation Management shows you how to take the initiative and ensure your company's reputation can withstand the major crises and unforeseen events which may try to engulf it. Author Andrew Griffin shows that standard thinking on reputation management is often inadequate for today's information age. With international case studies and hundreds of examples drawn from the author's extensive experience in the field, New Strategies For Reputation Management will demonstrate how you can deal effectively with unexpected crises, and what strategies you should be implementing to build your company's good reputation at other times.

Reputation Management is an established how-to guide for students and professionals, as well as CEOs and other business leaders. This fourth edition is updated throughout, including: new social media management techniques for the evolving age of digital media, and perspectives on reputation management in an era of globalization. The book is embroidered by ethics, and organized by corporate communication units, such as media relations, issues management, crisis communication, organizational communication, government relations, and investor relations. Each chapter is fleshed out with the real-world experiences cited by the authors and contributions from 36 leaders in the field, including The Arthur W. Page Society, the International Communications Consultancy Organization, the PR Council, CVS Health, Edelman and Ketchum. This was the first book on reputation management and, now in its fourth edition, remains a must-have reference for students taking classes in public relations management, corporate communication, communication management, and business. CEOs, business leaders, and professionals working in these areas find it a reliable resource for measuring, monitoring and managing reputation.

Written as a tool for both researchers and communication managers, the Handbook of Crisis Communication is a comprehensive examination of the latest research, methods, and critical issues in crisis communication. Includes in-depth analyses of well-known case studies in crisis communication, from terrorist attacks to Hurricane Katrina Explores the key emerging areas of new technology and global crisis communication Provides a starting point for developing crisis communication as a distinctive field research rather than as a sub-discipline of public relations or corporate communication

Senior management and leaders within companies embroiled in crisis, have learned the hard way what happens when the unthinkable becomes a reality - an accident results in death or injury; a failed company takeover causes share prices to plummet; or toxic food, medicines and drinks leads to mass hysteria. All attention focuses on the guilty parties - and the media can be expected to make this crisis headline news within a matter of hours. No company or organisation is immune to crisis. Everyday, organisations run the risk of being affected. However, a crisis does not necessarily have to turn into a disaster for the business or organisation involved. Crisis Communication provides readers with advice on how to limit damage effectively by acting quickly and positively. Moreover, it explains how to turn a crisis into an opportunity by communicating efficiently, through the use of successful public relations strategies. Providing information on accountability; crisis communication planning; building your corporate image; natural disasters; accidents; financial crises; legal issues; corporate re-organisation; food crises; dealing with negative press; media training; and risk managers, Crisis Communication is a thorough guide to help prepare your organisation for any future calamities. Including international case studies, crisis communication checklists and sample crisis preparation documents, this book ensures that you are fully prepared for the absolute necessity of proactive crisis communication and proper planning, should you be confronted with a crisis.

This textbook provides a lively introduction to the fast-paced and multi-faceted discipline of social media management with international examples and perspectives. Aside from focusing on practical application of marketing strategy, the textbook also takes students through the process of strategy development, ethical and accurate content curation, and strategy implementation, through detailed explanations of content creation. Combining theory and practice, Strategic Social Media Management teaches students how to take a strategic approach to

social media from an organisational and business perspective, and how to measure results. Richly supported by robust and engaging pedagogy and cases in each chapter, it integrates perspectives from public relations, marketing and advertising, and examines key topics such as risk, ethics, privacy, consent, copyright issues, and crises management. It also provides dedicated coverage of content strategy and campaign planning and execution. Reflecting the demands of contemporary practice, advice on self-care for social media management is also offered, helping to protect people in this emerging profession from the negativity that they can experience online when managing an organisation's social media presence. After reading this textbook, students will be able to develop a social media strategy, curate accurate and relevant content, and create engaging social media content that tells compelling stories, connects with target audiences and supports strategic goals and objectives. This is an ideal textbook for students studying social media strategy, marketing and management at undergraduate level. It will also be essential reading for marketing, public relations, advertising and communications professionals looking to hone their social media skills and strategies.

The emergence of relationship management as a paradigm for public relations scholarship and practice necessitates an examination of precisely what public relations achieves -- its definition, function and value, and the benefits it generates. Promoting the view that public relations provides value to organizations, publics, and societies through relationships, *Public Relations as Relationship Management* takes an in-depth look at organization-public relationships and explores the strategies that can be employed to cultivate and maintain them. Expanding on the work published in the first edition, this thoroughly up-to-date volume covers such specialized areas of public relations as non-profit organizations, shareholder relations, lobbying, employee relations, and risk management. It expands the reader's ability to understand, conceptualize, theorize, and measure public relations through the presentation of state-of-the-art research and examples of the use of the relationship paradigm. Developed for scholars, researchers, and advanced students in public relations, *Public Relations as Relationship Management* provides a contemporary perspective on the role of relationships in public relations, and encourages further research and study. *Strategic Issues Management* explores the strategic planning options that organizations can employ to address crucial public policy issues, engage in collaborative decision making, get the organization's "house" in order, engage in tough defense and smart offense, and monitor opinion changes that affect public policy. In this fully updated Second Edition, authors Robert L. Heath and Michael J. Palenchar offer practical, actionable guidance that readers can apply to organizations from large Fortune 500 companies to nongovernmental organizations and start-up high tech companies.

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