



The Art of Crisis Leadership: Save Time, Money, Customers and Ultimately, Your Career

Rob Weinhold, Kevin Cowherd

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In today's turbulent world, the issue isn't if crisis will occur, but when. Do you know how to prepare for, navigate through and recover from crisis? Can you turn adversity into advantage? This book holds the key. In his decades on the core executive teams of the Baltimore Police Department, U.S. Department of Justice and for Hall of Famer Cal Ripken Jr., Rob Weinhold learned a basic truism: the strengths and shortcomings of leaders are never more magnified than during life's most difficult times. Weinhold flourishes in this space. Now, as chief executive of the highly-respected Fallston Group, a Baltimore-based crisis management & communications firm that guides leaders at every level, Weinhold shares the secrets of how to survive, then thrive, when the stakes are at their highest. A recognized crisis leadership expert who has appeared regularly on CNN, Fox, MSNBC and other national news outlets, Weinhold narrates the stories of real people and companies beset by social media attacks, sex scandals, financial distress, civic riots, active shooter situations, data breaches, natural disasters and other calamities. With each authentic story, he offers unique, yet proven, advice designed to help leaders remain steadfast, focused and resilient.

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