



Risk Issues and Crisis Management in Public Relations: A Casebook of Best Practice (PR in Practice)

Michael Regester, Judy Larkin

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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.

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