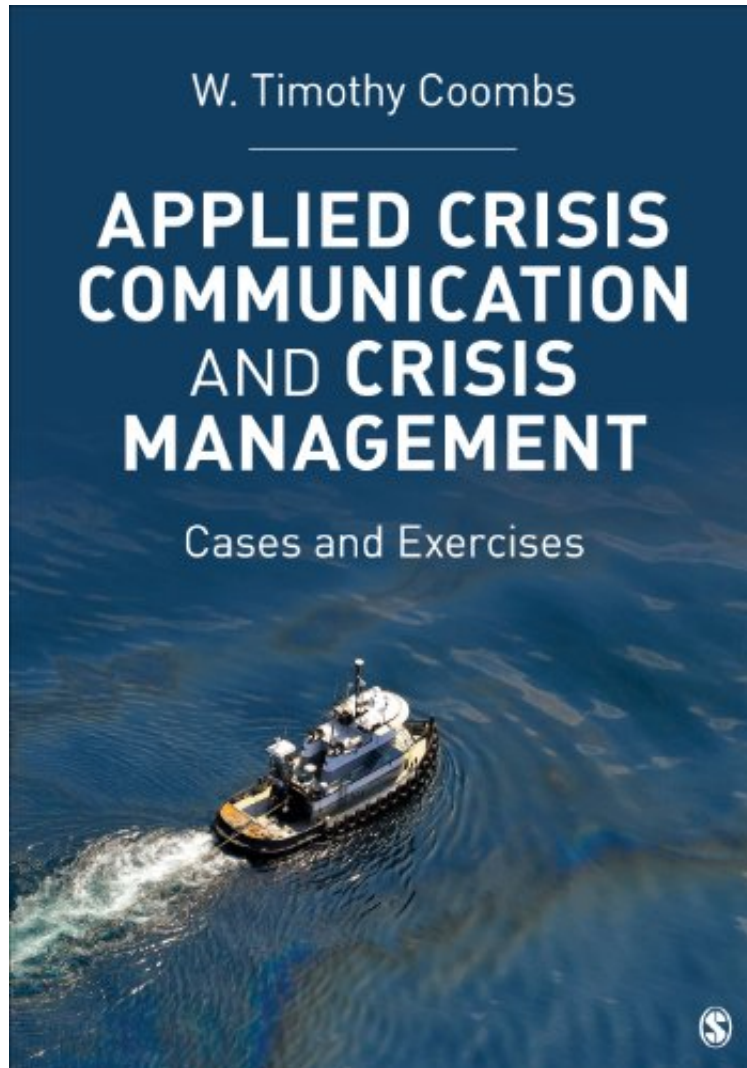


# Applied Crisis Communication and Crisis Management: Cases and Exercises

*Timothy Coombs*

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Designed to give students and public relations professionals the knowledge and skills they need to become successful crisis managers, *Applied Crisis Communication and Crisis Management: Cases and Exercises* by W. Timothy Coombs, includes a wide range of cases that explore crisis communication and management in action using a practical approach. In the first two chapters, the author introduces key theories and principles in crisis communication, which students apply by analyzing 17 cases drawn from recent headlines. Cases are explored from pre-crisis, mid-crisis, and post-crisis communication perspectives, and include a range of predominant crisis scenarios from product recalls to lawsuits to environmental disasters.

About the Author W. Timothy Coombs (PhD, Public Affairs and Issues Management, Purdue University) is a professor in the Nicholson School of Communication at the University of Central Florida. His books include *Applied Crisis Communication and Crisis Management: Cases and Exercises*, *Code Red in the Boardroom*, and, with Sherry Holladay, *Managing Corporate Social Responsibility, PR Strategy and Application*, and *The Handbook of Crisis Communication*. His crisis communication research was awarded the 2002 Jackson, Jackson Wagner Behavioral Science Prize from the Public Relations Society of America. Dr. Coombs has published more than 40 research articles, most focusing on crisis communication, as well as more than 30 book chapters on the subject. He has worked with consulting firms in the U.S. and Europe on ways to improve crisis communication efforts for their clients, and has been invited by governments and businesses around the world to present his ideas and insights into crisis communication.