



Why Some Companies Emerge Stronger and Better from a Crisis: 7 Essential Lessons for Surviving Disaster (Paperback)

By Harold Quinton Distinguished Professor of Business Policy and Director Ian I Mitroff

AMACOM/American Management Association, United States, 2008. Paperback. Book Condition: New. 224 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****. Like many companies over the last few years, yours has probably done a great deal to reassess its physical, strategic, and financial vulnerabilities. But there is a huge difference between business continuity planning and true crisis management. Do your company and employees have the necessary IQ not only to withstand a crisis but also to come through it with strength and confidence? Ian Mitroff, recognized around the world as an authority in crisis management, has created a plan that goes well beyond disaster preparedness to help your company get accustomed to working in the face of some unsettling facts: * In an age of terror, cyberattacks, large-scale corporate fraud and more, crisis is no longer a question of if, but of when. * Your company, no matter its size, industry, or location, is not immune from this reality. * Your contingency planning will only be as effective as the human beings charged with putting it into action. Mitroff outlines seven distinct competencies your organization needs to handle crises effectively: * Right Heart (emotional IQ): By...



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