

Ongoing Crisis Communication Planning Managing And Responding

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Providing an integrated approach to crisis communication that spans various disciplines and the entire crisis management process, the fifth edition of *Ongoing Crisis Communication* uses a three-stage approach to crisis management - pre-crisis, crisis and post-crisis. W.

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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.

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His research includes the award-winning book *Ongoing Crisis Communication* as well as *Code Red in the Boardroom: Crisis Management as Organizational DNA*. He is coauthor of a number of books, including *It's Not Just PR and Public Relations Strategy and Application: Managing Influence with Sherry Holladay* and *Today's Public Relations with Robert Heath*.

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Ongoing Crisis Communication: Planning, Managing, and Responding. California: Thousand Oaks. Coombs (2007) offers a comprehensive analysis of the crisis management process through the perspective of communication.

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