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Issue and Crisis Management: Exploring Issues, Crises, Risk and Reputation

Tony Jaques
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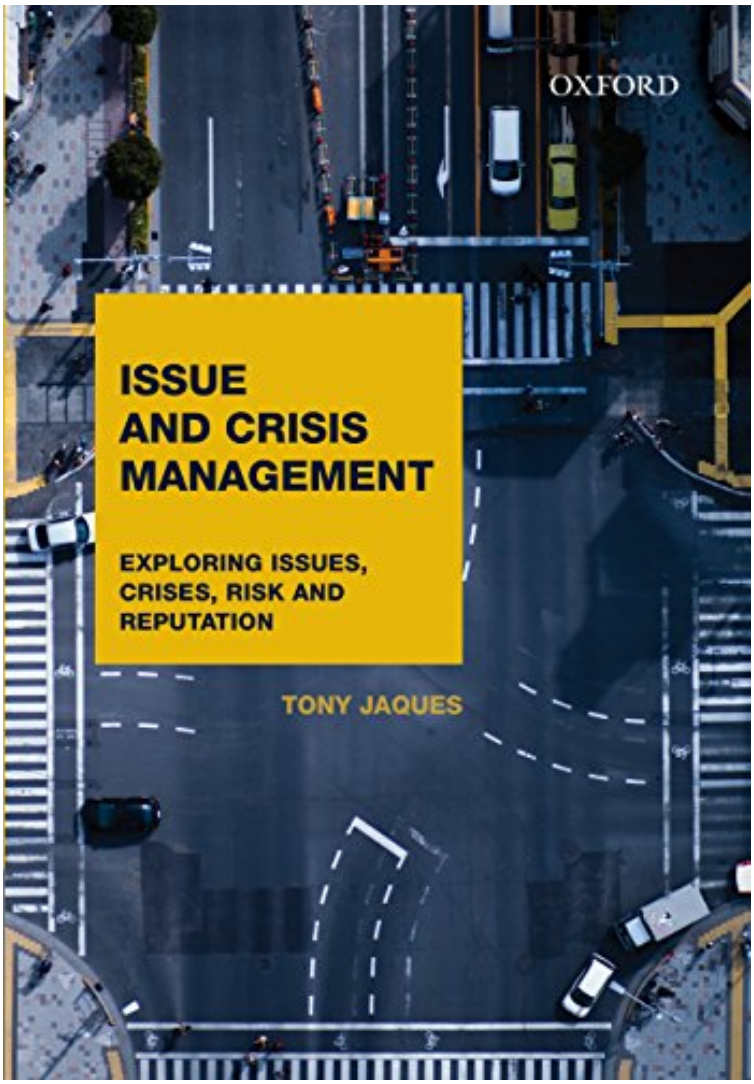

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The intersection of issues and crises management with risk and reputation is one of the most dynamic and challenging areas of professional communication.Written by one of Australiarsquo;s leading experts in issue and crisis management, this book introduces and examines each of these elements, and explores their relationship as an

integrated model within the broader contexts of public relations, communication and management. It provides comprehensive analysis and discussion of theoretical perspectives and current field research, and introduces industry examples of best practice. "Issue and Crisis Management" equips students and practitioners with key knowledge and skills to manage the communication process within organisations, and inform strategic responses to issues and crises.

About the AuthorTony Jaques, Managing Director, Issue Outcomes Pty LtdDr Tony Jaques is a consultant specialising in issue and crisis management and lectures in postgraduate programmes at universities in Melbourne, Australia. Since working as Asia-Pacific Issue Manager for an American multinational, he has established an international reputation in the field, with speaking engagements and publications in leading academic journals, as well as book chapters in Australia, Britain and the United States. He is a former Director of the Issue Management Council in Leesburg, Virginia, and writes Australia's only specialist online issue and crisis management publication, Managing Outcomes (www.issueoutcomes.com.au).