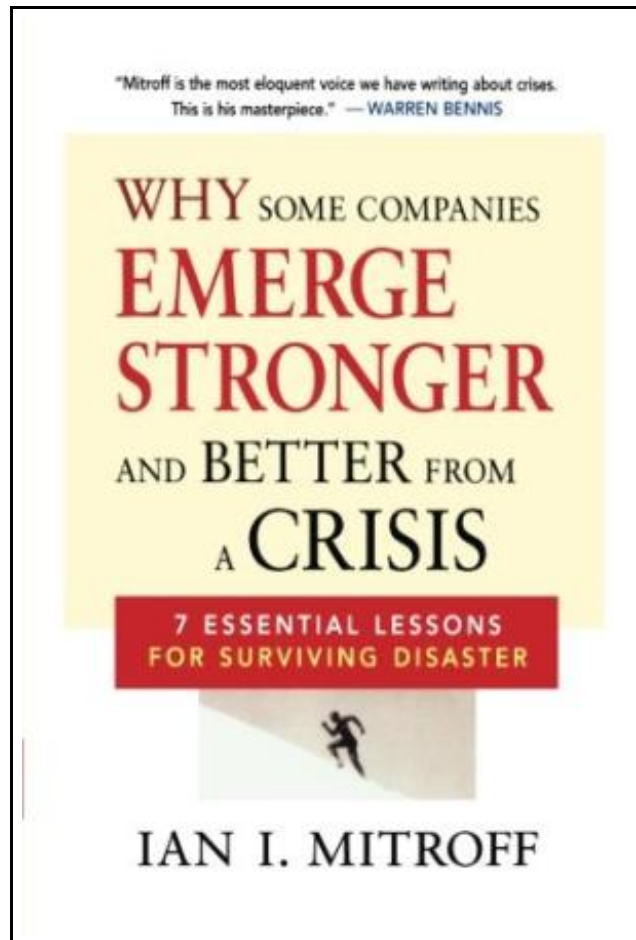


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WHY SOME COMPANIES EMERGE STRONGER AND BETTER FROM A CRISIS: 7 ESSENTIAL LESSONS FOR SURVIVING DISASTER (PAPERBACK)



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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 accepting crisis as an inevitability, you can process much of the shock and grief beforehand, and avoid making the effects of the crisis even worse through an unconstructive response. * Right Thinking (creative IQ): Crises don't give a damn for the ways in which we have organized the world, so out-of-the-box thinking is essential. * Right Social and Political IQ: Understand that your business is subject not only to the particular pitfalls of its industry, but also to the universal and complex challenges that threaten all companies. * Right Integration (integrative IQ): Realize that crises are perceived differently by...

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