



Managing Corporate Communications in the Age of Restructuring, Crisis, and Litigation: Revisiting Groupthink in the Boardroom

David Silver

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Corporate executives, lawyers, and board of directors suffer from *groupthink* when confronted with a crisis, restructuring or litigation, which results in a communications meltdown that hurts the number one asset of any company: its reputation. This failure to understand how to communicate in distressed situations results in lost credibility and trust on a global basis in front of many target audiences: customers, employees, vendors, business partners, the media, analysts covering the company, lenders, bankers, regulatory agencies, and elected officials.

This book gives examples of corporations who failed to communicate in a crisis, litigation, or restructuring in this era of financial meltdowns. By analyzing real-life examples (Lehman Brothers, BP, Toyota, MGA/Mattel, etc.), it offers innovative solutions and communications strategies for decision makers to help avoid groupthink and keep good reputations intact. If you are a CEO, CFO, general counsel, board of director, or part of the C-suite, understanding how to communicate in a distressed situation is crucial. A public relations nightmare might be just around the corner. Be prepared!

KEY FEATURES :

- Shows how to reeducate boardroom executives to avoid groupthink and embrace critical reasoning to create innovative solutions when planning your communications strategies amid a crisis, restructuring, or litigation
- Explains how independent intelligence gathering is crucial for executives during a distressed situation when formulating successful communications tactics
- Teaches how to use the media when communicating during a crisis, why employees are your most important audience, and how to proactively train senior executives and board members to understand how the communications process works when confronting distressed situations
- WAV offers GAP VII: The Seventh Communication and Public Relations Generally Accepted Practices Study from the USC Annenberg School, a checklist for performing an internal communications audit, and a presentation on effectively communicating during a litigation -- **available from the Web Added Value Download Resource Center at jrosspub.com**

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