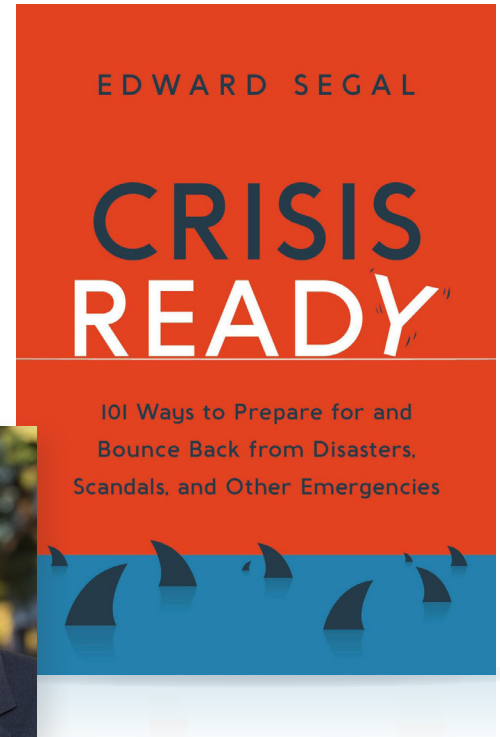


# ARE YOU PREPARED TO WEATHER A DAMAGING BUSINESS CRISIS?

YOU WILL BE, WITH  
**CRISIS READY**,  
EDWARD SEGAL'S  
NEWEST BOOK



In today's business world, threats to organizations and their stakeholders — from cyber attacks to lawsuits — can strike at any time, without notice, and with devastating results. To help survive any crisis, it is important to have a comprehensive and strategic plan in place.

Noted crisis management and communication expert Edward Segal has created the essential primer to successfully manage any crisis. He has more than 30 years' experience managing a wide range of crisis situations for clients and employers, ranging from the arrest and firing of CEOs, allegations of sexual harassment, and hate crimes to bankruptcies, forged documents, and financial mismanagement.

*"With real-time social media available to billions of people, a crisis is just one Tweet or YouTube video away. However, when something does occur that has potential to affect your reputation, 'no comment' is not a savvy response. Crisis Ready prepares you for effectively managing threats to your business. It's your guide to the strategies and tactics of effective real-time communications. Read it so you will be ready when (not if) a crisis hits your organization."*

David Meerman Scott, marketing strategist, entrepreneur, and bestselling author of 11 books including *The New Rules of Marketing and PR*

Segal is the author of *Crisis Ready: 101 Ways to Prepare for and Bounce Back from Disasters, Scandals, and Other Emergencies*, where he shares dozens of best practices, strategies, tactics, and techniques to help businesses and organizations get ready for, respond to, and recover from even the toughest and most damaging crises. *Crisis Ready* helps organizations assess their vulnerability to a crisis, their readiness to respond to one, and includes a customizable crisis management and communication plan.

This book is for CEOs, senior staff, corporate communication professionals, HR and legal teams, boards of directors, and front-line employees who need to know what to do in the moment: what levers to pull and what moves to make in real time when faced with a crisis, scandal, or disaster. It is written with the need for speed in mind.

It is not a matter of if a crisis will strike, but when. *Crisis Ready* provides the advice, insights, and road map every company needs to prepare for the inevitable.

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