**DESCRIPTION**

Written as a tool for both researchers and communication managers, the *Handbook of Crisis Communication* is a comprehensive examination of the latest research, methods, and critical issues in crisis communication.

- Includes in-depth analyses of well-known case studies in crisis communication, from terrorist attacks to Hurricane Katrina.
- Explores the key emerging areas of new technology and global crisis communication.
- Provides a starting point for developing crisis communication as a distinctive field research rather than as a sub-discipline of public relations or corporate communication.

**ABOUT THE AUTHOR**

W. Timothy Coombs is Professor of Corporate Communication at Eastern Illinois University, USA. He is the author of *Code Red in the Boardroom* (2006), and *Today's Public Relations* (2006).
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Together, they have co-authored *It's Not Just PR* (Wiley-Blackwell 2007), and *PR Strategy and Application* (Wiley-Blackwell 2010).

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**FEATURES**

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