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Masters of Disaster: The Ten Commandments of Damage Control

By Christopher Lehane, Mark Fabiani, Bill Guttentag

Palgrave Macmillan. Paperback. Book Condition: new. BRAND NEW, Masters of Disaster: The Ten Commandments of Damage Control, Christopher Lehane, Mark Fabiani, Bill Guttentag, Whether you're a politician caught with his pants down, an investment bank accused of accounting improprieties, or even a family-owned restaurant with a lousy Yelp review, a crisis doesn't have to be the make-or-break moment of your career. Correctly managed, even the most embarrassing "reply all" can quickly become a thing of the past. In Masters of Disaster, Christopher Lehane and Mark Fabiani, reveal the magic formula you need to take control when it's your turn to be sucked into the vortex of the modern spin cycle. Covering the ten commandments of damage control, and based on their work for clients like Bill Clinton, Goldman Sachs and Hollywood studios, the authors outline the strategies that can make real time news alerts, Twitter trend lines and viral videos work for you rather against you. Full of both lively personal anecdotes and hard-knuckled straight talk, this is a must-read for anyone who wants to emerge with their reputation intact.



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