



Praktisk kriskommunikation (Swedish Edition)

Jeanette Fors-Andrée

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Hur minimerar jag krisens konsekvenser genom att kommunicera och agera på rätt sätt? Hur gör jag för att vara förberedd på en krissituation? Hur hanterar jag digitala och sociala medier i en tid när rykten sprids snabbare än någonsin? Går det att komma ur en kris med bibehållet, eller kanske till och med stärkt förtroende hos både kunder, medarbetare och allmänhet? Vilka attityder och förhållningssätt hjälper, respektive stjälper, framgångsrik kriskommunikation? Vad finns att lära av de kriser som varit? Alla dessa frågor besvaras ingående och praktiskt i denna bok. De vanligaste problemen kring kriskommunikation presenteras genom exempelfall och olika metoder beskrivs utifrån forskning och erfarenheter på området. Boken praktiska fokus hjälper alla typer av företag och organisationer. Oavsett om du arbetar på den stora myndigheten med stora kommunikativa resurser eller i det lilla källarföretaget så har du nytta av att förstå hur kriser eskalerar och hur du kan minimera konsekvenser genom att agera på rätt sätt. För det rätta sättet är tyvärr inte det naturliga. Tvärtom visar alla undersökningar att de som hanterar kriser effektivast är de som vågar bryta det invanda sättet att tänka vid traditionell kommunikation.

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