

No one knows this better than Eric Dezenhall and John Weber, who help companies, politicians, and celebrities get out of various kinds of trouble. In this brutally honest and eye-opening guide, they take you behind the scenes of some of the biggest public relations successes and debacles of modern business, politics, and entertainment. You discover: Why the 1982 Tylenol cyanide-poisoning case is always cited as the best model for damage control, when in fact it has no relevance to the typical corporate crisis. Why Audi never fully recovered from driver accusations of "sudden acceleration" despite evidence that nothing was wrong with their cars. What the crises faced by George W. Bush, Jim McGreevey, Sammy Sosa, Lance Armstrong, Martha Stewart, Coca-Cola, and the Catholic Church have in common . . . and what they don't. This new revised edition includes an additional chapter Our Permanent Leakocracy including information about WikiLeaks and what that notorious case means for business.

Marketing Plan for a Pet Treat Maker (Professional Fill-in-the-Blank Marketing Plans by type of business), Almanac & C.: collection early american almanacs 1986, Space & Weather, The hand, Sixteen Plus, Creation Emanation and Salvation: A Spinozistic Study, Legislacion sindical / Trade union legislation (Spanish Edition), Marketing Research for Non-profit, Community and Creative Organizations,

10 Results Eric Dezenhall is an author and damage control expert based in How to Get the Upper Hand When Your Business is Under Attack (Portfolio,). He is also an author of books of nonfiction (Damage Control: How to Get the Upper Hand When Your Business Is Under Attack) as well as fiction (Spinning.

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In this brutally honest and eye-opening guide, they take you behind the Damage Control: How to Get the Upper Hand When Your Business Is Under Attack of Nail 'Em: Confronting High-Profile Attacks on Celebrities and Businesses.

Damage Control: How to Get the Upper Hand When Your Business Is Under Attack Â· Eric Dezenhall, John Weber Snippet view - Dezenhall is one of the nation's foremost crisis and damage control experts. Damage Control: How to Get the Upper Hand When Your Business is Under Attack Confronting High Profile Attacks on Celebrities and Businesses (Prometheus.

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