



Crisis Leadership: Planning for the Unthinkable

Ian Mitroff

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From product defects to environmental disasters--almost every day a new corporate crisis hits the headlines. In the majority of cases the results are disastrous: costly and time-consuming efforts to establish a positive public image can be wiped out in seconds. The inadequate, and often damaging, response of American business to such adversity proves that we don't need better crisis management--we need crisis leadership. Ian Mitroff offers a new proactive approach that focuses on doing everything humanly possible to prevent crisis before they happen, rather than merely putting the best possible spin on the aftermath. In easy-to-read, accessible language, Mitroff presents the critical, key lessons that will help managers lead the organization through a major crisis.

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