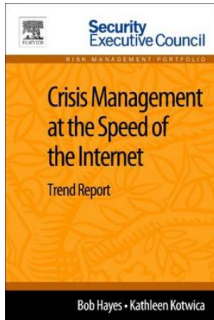


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CRISIS MANAGEMENT AT THE SPEED OF THE INTERNET



Paperback. Book Condition: New. Not Signed; Crisis Management at the Speed of the Internet provides security executives and practitioners with an overview of the potentially harmful impact of social media communication on corporate reputation. Within minutes, the online consumer community can propel a company into an image crisis, brand damage, and a financial disaster-even if the viral information isn't factual. It is critical that an organization respond quickly and decisively to crises in online media. The report explores examples of...

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- Authored by Bob Hayes, Kathleen Kotwica
- Released at -



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