



Jane's Crisis Communications Handbook

By Louie Fernandez, Martin Merzer

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Jane's "Crisis Communications Handbook" is the 'must have' resource for all organisations that could confront any type of crisis - natural disaster, terrorism, workplace violence or mass-casualty transportation accidents. The handbook provides detailed crisis communications procedures with expert input from crisis beat reporters and emergency responders, in the public and private sectors. Whether your official title is Public Information Officer, or you are just assuming that role in a crisis, Jane's "Crisis Communications Handbook" guides you through interacting with stakeholders, working with the media to inform, direct and calm the public, and also outlines how to establish an effective crisis communications team.

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