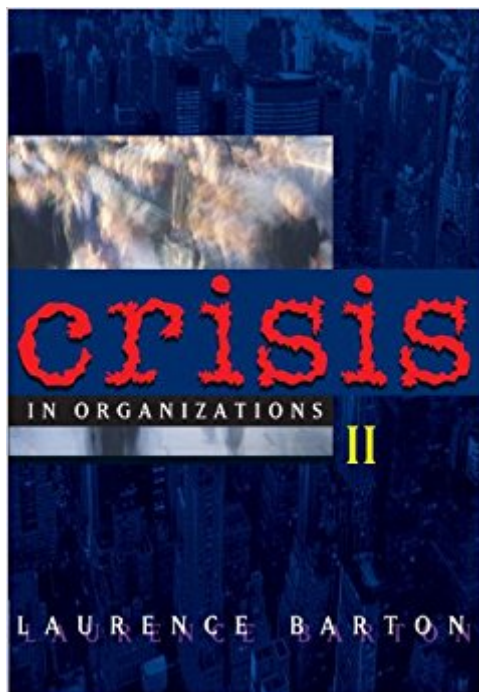


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# Crisis In Organizations II



## Synopsis

Crisis in Organizations is the most definitive and thorough work in the field of crisis management, providing detailed research and sound advice on preventing and managing crisis. Readers explore the array of incidents that face managers and organizations in crisis through a thoughtful blend of academic case studies and practitioner insights. An analysis of over 1400 disasters was completed in creating Crisis in Organizations to allow the reader to benefit from the learning curve of those confronted with real crisis.

## Book Information

Paperback: 304 pages

Publisher: Cengage Learning; 2 edition (April 18, 2000)

Language: English

ISBN-10: 0324024290

ISBN-13: 978-0324024296

Product Dimensions: 6.3 x 0.7 x 9.1 inches

Shipping Weight: 14.1 ounces (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars 6 customer reviews

Best Sellers Rank: #135,211 in Books (See Top 100 in Books) #63 in [Books > Business & Money > Human Resources > Conflict Resolution & Mediation](#) #98 in [Books > Textbooks > Business & Finance > Entrepreneurship](#) #231 in [Books > Textbooks > Business & Finance > Human Resources](#)

## Customer Reviews

This extraordinary rich and well-written work should be not only a part of management training programs, but also required reading for every senior manager. Barton's book is rare, adopted by leading colleges for classroom use, and by American Express, Nabisco, and others in training programs. It is scholarly yet practical...breathtaking in depth.

Dr. Larry Barton is president of DeVry Institute of Technology in Phoenix, AZ. He is a leading expert in crisis management and management communications, and has authored two books for ITP: Crisis In Organizations (1993, second edition forthcoming March 2000) and Ethics: The Enemy In The Workplace (1995). Dr. Barton served as Director of Issues Management of Motorola, Inc., from 1994-95, managing global public relations for the technology giant. He was promoted to Vice President of Communications and Public Affairs in 1995 and led global PR for the company's

semiconductor division until he decided to return to academe last year. Dr. Barton taught organizational behavior and crisis communication at Boston College, the University of Nevada at Las Vegas, Harvard Business School and Penn State Graduate Center prior to being named president of DeVry in 1999. He received a coveted Fulbright Senior Fellow Award in 1994, studying comparative Japanese management of crises such as product recalls and workplace violence. He was named Teacher of the Year in 1992 by the Board of Regents of the University of Nevada. As a consultant, Dr. Barton has managed response to over 300 serious incidents worldwide, including extortion, terrorism targeting industry, environmental incidents and rumors in the workplace. He has written for over 35 refereed academic journals worldwide and is the editor of seven books. He has been interviewed on ABC Nightline and CNBC and profiled in The Wall Street Journal. Dr. Barton's research interests include crisis management, workplace violence and change management.

## Great Product

2 is even better than 1, excellent text, very informative and timely. The author does an excellent job of demonstrating how to identify and recover from a crisis.

Arrived in one piece and on time - no complaints here :)

I own my own business and was encouraged by one of our bankers to read Barton's book. The work is easy to read, well organized and pretty amazingly accurate. In my nine years of running a fairly large company, I've dealt with irate customers, earthquakes, contractors who filed for bankruptcy (mid project!), two serious cases of workplace violence, and assorted other not-so-mild incidents. This book spells out not only what could happen to your company, but what I REALLY loved was reading how other owners and CEO's got their companies out of trouble...and sometimes, how their mistakes made them considerably worse. Barton uses humor, fact, and practical insight to drive home the case for preparedness. I wish there were more photos in the book- those would have made the reading more enjoyable. Yet the case studies and interviews spice the work up very well, and this may be one of the single best books on management I've ever read.

When I saw the author on The Today Show a decade ago, I rushed to buy his book, and I've referred to it dozens of times each year at my job in Los Angeles, CA. To my delight, Dr. Barton has

completely updated this book, and it's a joy to read. He examines why corporations in various industries face serious crises more than others, and then supports his arguments with credible, well written analysis. I learned much from the lessons of Coca-Cola's recall last year in Europe; even great brands can misjudge public opinion- and lose hundreds of millions of dollars as a result. I would say the best features of Barton's book are those that reflect on "best practices" in leading companies worldwide. And his new chapters on workplace violence, natural disasters and how to write a crisis management and communication plan all easy to apply, whether you work in public relations, security, human resources or in any position where you supervise people. Since Barton's first edition, he served as Vice President of Communication for Motorola, and I must say that his experience there boosts the practical value of this edition immensely. It's less theory this time, and more "here's the way it is" in writing: I valued his candor about managing downsizing, environmental spills and other serious incidents in the workplace. Barton's bibliography is thinner this time, as he has placed those resources on his web site. But that's a small point. Overall, this remains the single best book on crisis management I've read in a 30 year career spanning the industry. It's a must-read if you are interested in why companies get into serious trouble with the media, stockholders, employees and the public. His book is simply an outstanding read.

Great book  
Awesome seller!  
Thanks

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