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"This collection
calls for improved

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technical
communication for
the public through
an embodied,
situated

understanding of
risk that promotes
social justice. In
addition to
providing a series
of chapters about
recent issues on

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risk

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communication,
this volume offers
a diverse look at
methodological
practices for
students,
researchers, and
practitioners
looking to address
embodied aspects
of crisis and risk

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Series)
that incorporate
UX, storytelling,
and dynamic text.

We include
chapters that bring
embodiment to the
forefront of risk
communication,
highlighting the
cycle of content
creation,
dissemination,

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public response
and decision
making, continuing
iterations of
educational efforts,
and recovery,
toward increasing
adaptive capacity
as a whole. In
addition, this work
directs necessary
attention to

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overcoming
perceptual
difficulties,
memory lapses,
definitional
differences,
access issues, and
pedagogical
problems in the
communication of
risks to diverse
publics"--

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Casebook is a
fascinating

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established
experts in the field.

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includes 11
original essays by
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Dominic Janes,
Hugh Kennedy, A.
Lynn Martin, Kim
M. Phillips,
Samantha J. E.
Riches, Joyce E.
Salisbury, David
Santiuste, and the
volume editors,
April Harper and
Caroline Proctor.

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The authors explore a variety of sources, contributing work on a diverse range of topics including: sources for sexuality in Late Lombard Italy; the problematic reception of early medieval

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penitentials by
modern readers;
sexuality as
experienced by the
desert fathers and
mothers;
connections
between saints,
monsters, and
sexuality in
medieval art and
hagiography; the

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relationship
between food,
seduction, and
adultery in the
fabliaux; sex,
alcohol, and the
late medieval
stereotype of the
unruly woman; sex
as a medical and
moral concern in
medieval regimens

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sexuality in
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Arabic court
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descriptions of
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fashion business.
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design, fashion
marketing,
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and the media sets
out all that they
need for the
increasing number
of courses in which

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from other
disciplines.

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Best Practice

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misunderstood or
overlooked social
aspects of
disasters. Real-
world cases are
described
throughout
including
considerations of
international

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emergency
management and
disasters.

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case studies of
organizational,
corporate, and
individual crises,
and analyzes the

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responses to these
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prepare for and
respond to crises,
as well as how
they develop
communications
plans, this
essential text

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preparation, and
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management, and

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questions,

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technical experts, politicians, and local communities communicate in crisis situations.

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to the
organizational
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well as the updated student workbook which accompanies it. The main text presents case studies of organizational, corporate, and individual crises, and analyzes the communication responses to these situations. The

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individual whose
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public reaction can
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without a crisis
communications plan.
This student workbook
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processes, and skills
needed for

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understanding and responding to crises. It prepares individuals for responding to crises in a variety of contexts, and reinforces strategies and tactics to be used during a crisis.

Chapters include instructive case studies of public relations professionals in crises:

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what they did, what they wished they had done, and what hampered their

progress. The exercises provide students with the opportunity to respond to real-world crises, sharpening their own skills and practicing response behaviors.

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serve as a useful tool for all future practitioners.

Leverage your company's most important asset! In our lightning-fast digital age, a company can face humiliation and possibly even ruin within seconds of a negative tweet or blog post. Over the last year

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companies such as BP,
Goldman Sachs, and
Toyota have
experienced serious
blows to their images
that could have had
reduced impact if their
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path in understanding
the significance of
reputation

management and
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image success story.

Reputation Rules is a
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bringing to light Dr.
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groundbreaking
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frameworks,
strategies, and
processes for changing
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as quickly as the world
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issues that need to be managed from a strategic level, describing how to:

- Overcome direct challenges from influential activist and political forces
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unrelated events to
boost reputation Build
a reputation

management process
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Rules is a guidepost
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provides practical
content to current and
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professionals. Written

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by two of the most
respected individuals
in the field, "Public
Relations Practices"

presents timeless case
studies to help future
practitioners develop
agility in the principles
and applications of
effective two-way
communications likely
to confront them and
their employer.

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Leading a group is a delicate balancing act of tasks and dynamic group and individual factors, and the group leader's expertise and skill are fundamental to maintaining this balance. However, no matter how competent and well-prepared the group leader is, there can be situations that

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present challenges that are not easily addressed, defy conventional interventions, or call for a different approach. The material presented in this book is intended to give group leaders evidence-based creative and inspirational tools,

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techniques,
intervention strategies,
and the like to address
these dilemmas and
difficult situations.

They can also enhance
members' growth and
development,
stimulate self-
exploration, assist to
soothe and calm, and
deepen and broaden
thoughts and feelings.

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The creative activities included were selected because they do not require specialized training, are easy to implement, do not follow a particular theoretical perspective, and can be effective for both the individual and group as a whole. The major categories of

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expressive processes presented are fairy tales; drawing; writing; imagery and mindfulness; music; movement, exercise, dance, drama, and role play; and collage, flats, and scrapbooks. Each chapter will focus on one of these activities and is designed so that they can be completed

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in one session. The closing chapters will present applications for member's concerns, group level challenges, and case examples of group dilemmas and suggested activities to address them.

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15 in-depth case
studies that
highlight successes
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issues of crisis*

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effectively,
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risk, promoting
communication
ethics, enabling
organizational
learning, and
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responses to crisis.*

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those who have
experienced crises.

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expect? What
actually happened?
Were they
prepared? What
were their
strategies? What
were their
challenges,
pressures, and
problems? Were*

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the news media
adversarial or
supportive? If they
had to do it again,
what would they
do differently?
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questions are
answered in the
case studies of this
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individual*

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become crises and
the communication
responses to these
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communication
theory, including a
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crises caused by
the news media; *
gets into the 21st
century and
cyberspace-caused
crises, including
mini-cases of rogue
Web sites and e-
mail rumors; *
explains how to
communicate with
the news media,
lawyers, internal*

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*publics or
audiences, and
external publics;
and * includes
narrated case
studies illustrating
how spokespersons
and managers used
communication in
several kinds of
crises. The text is
supplemented by a
workbook,
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preparation,
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any kind of crisis -
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provides a unique
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contribution to the
field of crisis
communication by
addressing how
social media are
influencing the
practice of crisis
communication.*

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communication,
recent theories
and frameworks,*

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dominant research
streams,
applications in
specific crisis
areas, and future
directions. Both
the theoretical and
the practical are
discussed,
providing a volume
that appeals to
both academic-
minded readers as*

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well as

professionals at

the managerial,

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social media and

crisis

communication,

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managers working
in communication
departments, and
business leaders
who make
strategic business
communication
planning. No other
volume has
provided the
overarching
synthesis of
information*

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of crisis
communication
and social media
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competition and
conflict, this book
provide a whole
new departure
from other
introductory texts.

*Public Relations:
Managing
Competition and
Conflict is based on
the idea that public
relations is the
management of*

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*competition and
conflict on behalf
of one's client or
organization and, if
at all possible, the
interests of the
public that impact
the organization.
As such, the
authors take an
assertive approach,
providing vigorous
examples from the
"real-world" of*

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*public relations
that lend
excitement to the
profession for
students. This book
successfully
merges theory and
practice into a
refreshing, easy-to-
understand
approach that will
help the reader
learn the basics of
effective public*

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relations practice. The reputation of an organisation influences who we buy from, work for, supply to and invest in. Intangible assets, of which reputation forms an important part, account for well over 50 per cent of the value of the Fortune 500 and

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even more in the case of the FTSE 100. This fourth edition of *Risk Issues and Crisis Management in Public Relations* has been completely revised and aims to define reputation, explores how to value it and provides practical

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book charts how
rapidly the
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yet how slowly
business learns.*

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communications is
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management system. It helps limit the negative impact of a crisis by addressing the information needs of all industry stakeholders in an efficient, timely and responsible manner. Against this background, UNWTO has developed for the

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Organizations
(NTOs), Destination
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sector
organisations
involved in travel
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comprehensive, up-
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*individual problems
that may become
crises. Helping
professionals
prepare for crises
and develop
communications
plans, this work
explores critical
issues concerning
how organizations,
companies, and
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communicate with*

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realities throughout your

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the media; and
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examples of these
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was in the middle of
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