

CRISIS PROOFING

How to Save Your Company From Disaster

Tony Jaques is an internationally recognised consultant and authority on issue and crisis management, and former executive with a US multinational, who developed the concept of crisis proofing after working with managers and organisations around the world.



October 2016
276 pp

Paperback:

9780190303365
A\$49.95 / NZ\$56.99
oup.com.au/crisisproofing

eBook:

9780190303372
A\$44.95 / NZ\$51.99
oup.com.au/crisisproofingebook

Nothing destroys reputation faster or deeper than an issue or crisis mismanaged. Just ask Volkswagen, BP or FIFA.

In fact there's a more than one in four chance that a serious crisis would put any organisation completely out of business. Yet many CEOs and senior executives are still willing to leave it to middle managers and technicians who may not have the skills and experience to save your company from disaster.

Crisis Proofing is a highly readable conversation about the creation of a management mind-set committed to reduce the chances of a crisis from happening in the first place and how to minimise the damage from any crisis which does occur.

Written by a leading international expert in issue and crisis management, this book shows how responsibility to save your company from disaster lies absolutely in the executive suite. Crisis proofing is a low-cost investment which has a real bottom-line return, but it demands new leadership from CEOs and senior executives.

KEY FEATURES

- Introduces and supports the game-changing new concept of *Crisis Proofing*
- Written in a highly engaging, conversational style
- Easy to read yet built on proven management principles
- Sets out the role of top managers in crisis prevention and crisis response
- Emphasises the personal nature of what needs to be done (and what not to do)
- Uses relatable examples which are often entertaining, but always realistic
- Provides simple, effective models to implement throughout the organisation
- Develops practical processes for how to achieve success

CONTENTS

1. Preface: Crisis Is an Equal-Opportunity Risk
2. Why Crisis Proofing is Important
3. Opportunity and the Penalty for Bad Behaviour
4. The High Cost of Not Crisis Proofing
5. How to Know a Crisis is Coming
6. Getting the Language Right
7. Fitting it all Together
8. Actions You Can Take to Prevent a Crisis Happening in the First Place
9. Taking a Strategic Approach
10. Things You Can Do to Prepare for the Obvious Crises
11. Putting the Crisis Plan Together
12. How to Minimise Damage When a Crisis Strikes
13. What to Do After the Crisis Seems to be Over
14. No, It's Not Just About Facts and Data
15. No, It's Not Just About the Law Either
16. Why Lawyers Don't Like You to Apologise
17. Social Media: Both a Strength and a Threat
18. Social Media: Do it Fast and Do It Right
19. Managing Crises Across Borders
20. Recognising and Responding to Cross Border Crises
21. It's All About Leadership

cs.au@oup.com
oup.com.au
Customer Service 1300 650 616

Prices and availability were accurate at the time of printing and are subject to change without notice.

OXFORD
UNIVERSITY PRESS
AUSTRALIA & NEW ZEALAND