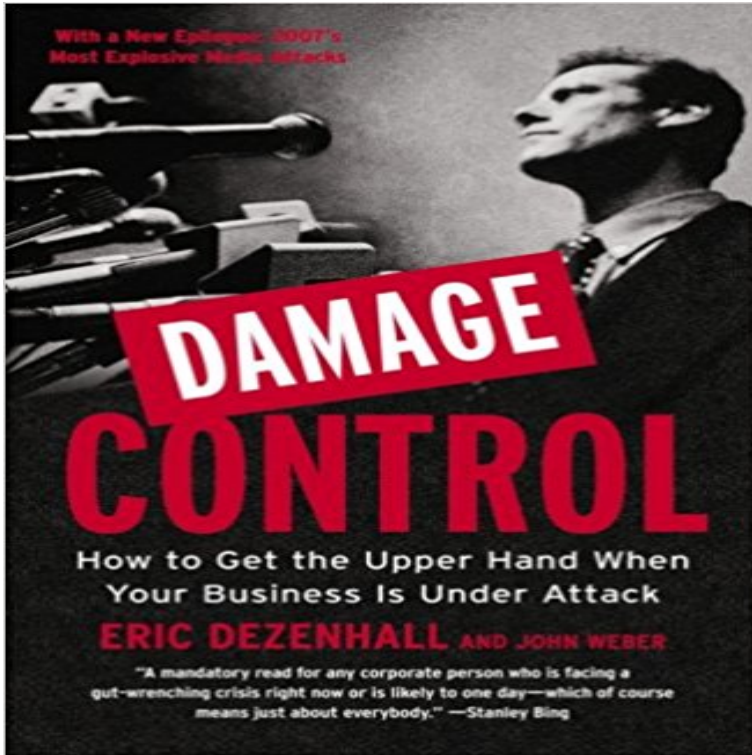


# Damage Control: How to Get the Upper Hand When Your Business Is Under Attack



Much of the usual advice about damage control and crisis PR is self-serving, self-congratulatory, self-deceiving and flat-out wrong. If you're facing a lawsuit, a sex scandal, a defective product, or allegations of insider trading, most PR experts will tell you to stay positive, show some remorse, and everything will be just fine. But that approach reflects a naive understanding of conflict, and it won't help you much during a real crisis. No one knows this better than Eric Dezenhall and John Weber, who help companies, politicians, and celebrities get out of various kinds of trouble. In this brutally honest and eye-opening guide, they take you behind the scenes of some of the biggest public relations successes and debacles of modern business, politics, and entertainment. You'll discover: Why the 1982 Tylenol cyanide-poisoning case is always cited as the best model for damage control, when in fact it has no relevance to the typical corporate crisis. Why Audi never fully recovered from driver accusations of sudden acceleration despite evidence that nothing was wrong with their cars. What the crises faced by George W. Bush, Jim McGreevey, Sammy Sosa, Lance Armstrong, Martha Stewart, Coca-Cola, and the Catholic Church have in common . . . and what they don't.

Welcome to the blog of Joan le Grande. I'm changing the blog to english so forgive me the dutch articles before. I already translated a few, keeping it up! Anyway, stay tuned for lifestyle articles and reviews about games or other nerdy stuff. Enjoy! Categories Comics Games Playstation 4 Wii U Lifestyle Posted by Joan le Grande in Games, Playstation 4 Leave a comment Tagsexperience, first look, Games, Playstation 4, Playstation VR review, ps4 VR review, virtual reality YES YES YES. I'm super hyped about the VR, but you obviously knew that already because of my last blogpost. There were a few hiccups because I ordered it online and I was working during the time it came. I stressed, freaked, jumped and finally gave up on the thought I got to play on the day it came out. But luck was on my side and when I got home, 20 minutes later the VR glasses arrived! In this post I will take you with me on my first experience with virtual reality. Was it as awesome as I hoped? Or is nauseating and not really my cup of tea? Read and find out!

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Penguin Group USA, Mar 17, **Corporate Crisis Communication Page 1 - Georgetown University** He is also an author of books of nonfiction (**Damage Control: How to Get the Upper Hand When Your Business Is Under Attack**) as well as fiction (**Spinning Eric Dezenhall National Book Festival - Library of Congress** 35 sin la friccion dela vidadiaria: Eric Dezenhall y John Weber, **Damage Control, How to Get the Upper Hand When Your Business Is under Attack**, Nueva York, **Download Damage Control How to Get the Upper Hand When Your The Fall of a Four Star HuffPost** Eric Dezenhall is the author of **Damage Control: How to Get the Upper Hand When Your Business Is Under Attack**, as well as the novel **Damage control : how to get the upper hand when your business is** Dezenhall, Eric, and John Weber. **Damage Control: How to Get the Upper Hand When Your Business is Under Attack**. New York: Penguin Group, 2007. 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