



Keeping Cool on the Hot Seat: Dealing Effectively with the Media in Times of Crisis

Judith C. Hoffman

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This 2004 revision includes five new chapters on the subjects of crises that were handled well or badly including: What Rudy Giuliani Did Right After the World Trade Center Attacks; What the Catholic Church Did Wrong; What Can We Learn from Martha Stewart; the Black-Out of '03; and Crisis Response to Dumb Decisions.

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