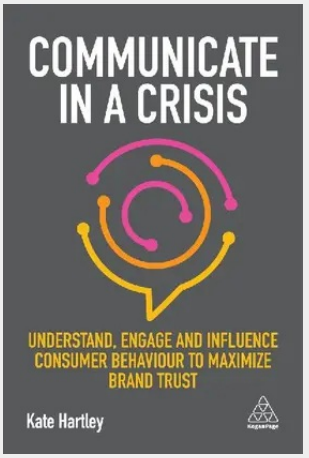
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Communicate in a Crisis

Understand, Engage and Influence Consumer Behaviour to Maximize Brand Trust

Communicate in a Crisis is the definitive guide for any PR or marketing professional to recognize, plan and respond to a sudden wildfire of consumer-led reaction, 'manipulated outrage' sparked from interaction on news feed algorithms, fuelled by social media and the constant demand for an instantaneous response. This book turns the traditional crisis management approach on its head, starting by understanding changing consumer behaviours and the new 'threat' for brands, then outlining practical steps to prepare, synchronize and execute a coordinated brand response across all channels - under pressure. It reveals why we love to hate our favourite brands, how to recognize a day to day problem from a crisis, and offers valuable advice, such as using influencers and brand advocates to address social media trolls, rumours and the impact of fake news. With unique case studies, interviews and anecdotes from global leaders, ***Communicate in a Crisis*** will embed a bottom-up culture of long-term reputation management, always ready to face the unexpected.

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