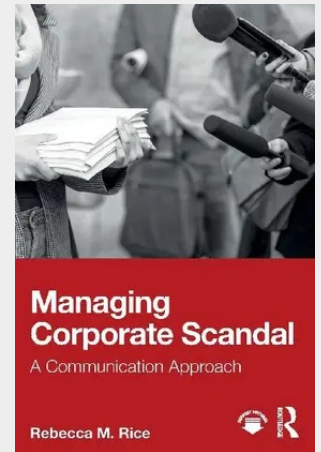


Managing Corporate Scandal

A Communication Approach

From designing ethical communication to addressing scandals through crisis communication strategies, this text explores the multiple communication challenges and opportunities companies encounter when faced with a scandal. This book combines theories, strategies, and tactics of risk and crisis communication with corporate communication and ethics to create a holistic view of why scandals occur and how readers can join organizations as ethical communicators and leaders. It contains 70 real-world examples of corporate scandals, as well as templates for designing social media, safety, and organizational apology plans. The book concludes with two full-scale exercises that students and/or organizations can use to practice crisis communication strategies. For future crisis communicators, the book offers a look at the cycle of preparedness and response to crisis, while also filling gaps in designing ethical organizational cultures that can avoid scandals in the first place. Managing Corporate Scandal is designed for corporate communications, crisis and risk communication, and public relations classes at the upper-division undergraduate or beginning graduate level. Accompanying digital resources include further case study video links, additional crisis exercises, reflections, and assignments. Please visit www.routledge.com/9781041225317.

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