

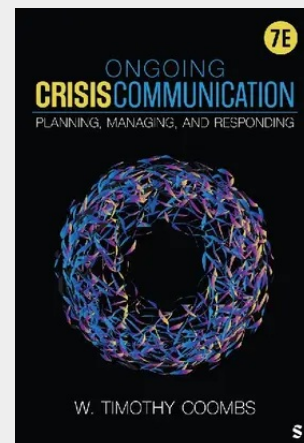
Coombs

Ongoing Crisis Communication

Planning, Managing, and Responding

Ongoing Crisis Communication, Seventh Edition provides an integrated approach to crisis communication that spans the entire crisis management process and crosses various disciplines. A truly comprehensive text, this book explains how crisis management can prevent or reduce the threats of a crisis, providing guidelines for how best to act and react in an emergency situation.

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146,50 €

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*vorbestellbar, Erscheinungstermin ca.
Oktober 2026*

Artikelnummer: 9781071936634

Medium: Buch

ISBN: 978-1-0719-3663-4

Verlag: Sage Publications

Erscheinungstermin: 29.09.2026

Sprache(n): Englisch

Auflage: Seventh Auflage

Produktform: Kartoniert

Seiten: 336

Format (B x H): 187 x 232 mm

