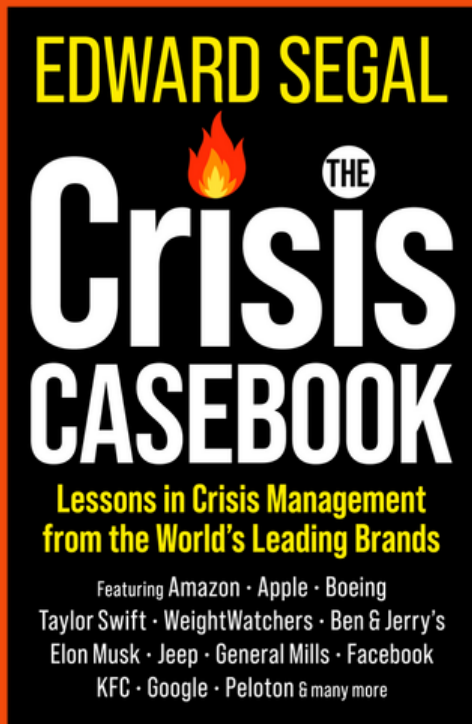




The Crisis Casebook

Lessons in Crisis Management from the
World's Leading Brands

**A collection of crisis management case studies
exploring how the world's biggest brands, from
Amazon to Taylor Swift to The British Royal Family,
have responded in a crisis.**

Edward Segal

John Murray Business

Hardcover \$29.99

ISBN: 9781399822381 • 320 pp

It doesn't matter who you are or what business you're in, you are never far from a crisis.

Edward Segal has profiled over 700 crises in his popular column on Forbes.com since 2020, from those affecting businesses and organizations to global celebrities and royalty. Here he builds on that bank of real-life stories, developing the lessons and adding new unseen material, to reveal how global organizations and high-profile individuals have prevented, managed, and recovered from a variety of crisis situations.

According to The Conference Board's C-Suite Outlook 2023, less than half of surveyed corporate executives around the world said they were ready for a pandemic or global health crisis; only 41% are prepared for cybersecurity crises; and only 39% have planned for financial instability. And these are just the tip of the iceberg of crisis triggers with others including recession, extreme climate events, terrorism, lawsuits, accidents, and allegations of sexual abuse.

In The Crisis Casebook, Edward Segal expertly recounts the good, the bad, and the ugly ways companies and people have managed a variety of crisis situations showing you how to avoid crisis management mistakes that could damage your company's reputation, profits, and future - and your career.



Edward Segal has more than 30 years' experience as a crisis management expert. He managed crisis situations as the CEO of two trade associations; advised and helped organizations survive disasters, scandals, and emergencies including the arrest and firing of corporate officers; and conducted crisis management and communication training for hundreds of executives and staff. Segal is the former marketing strategies columnist for *The Wall Street Journal's* StartUpJournal.com and senior media relations consultant for Ogilvy Public Relations Worldwide. He has provided expert PR advice and counsel to more than 500 corporations and organizations.

For marketing & press inquiries please contact Edward Segal - Edwardsegalcommunications@gmail.com