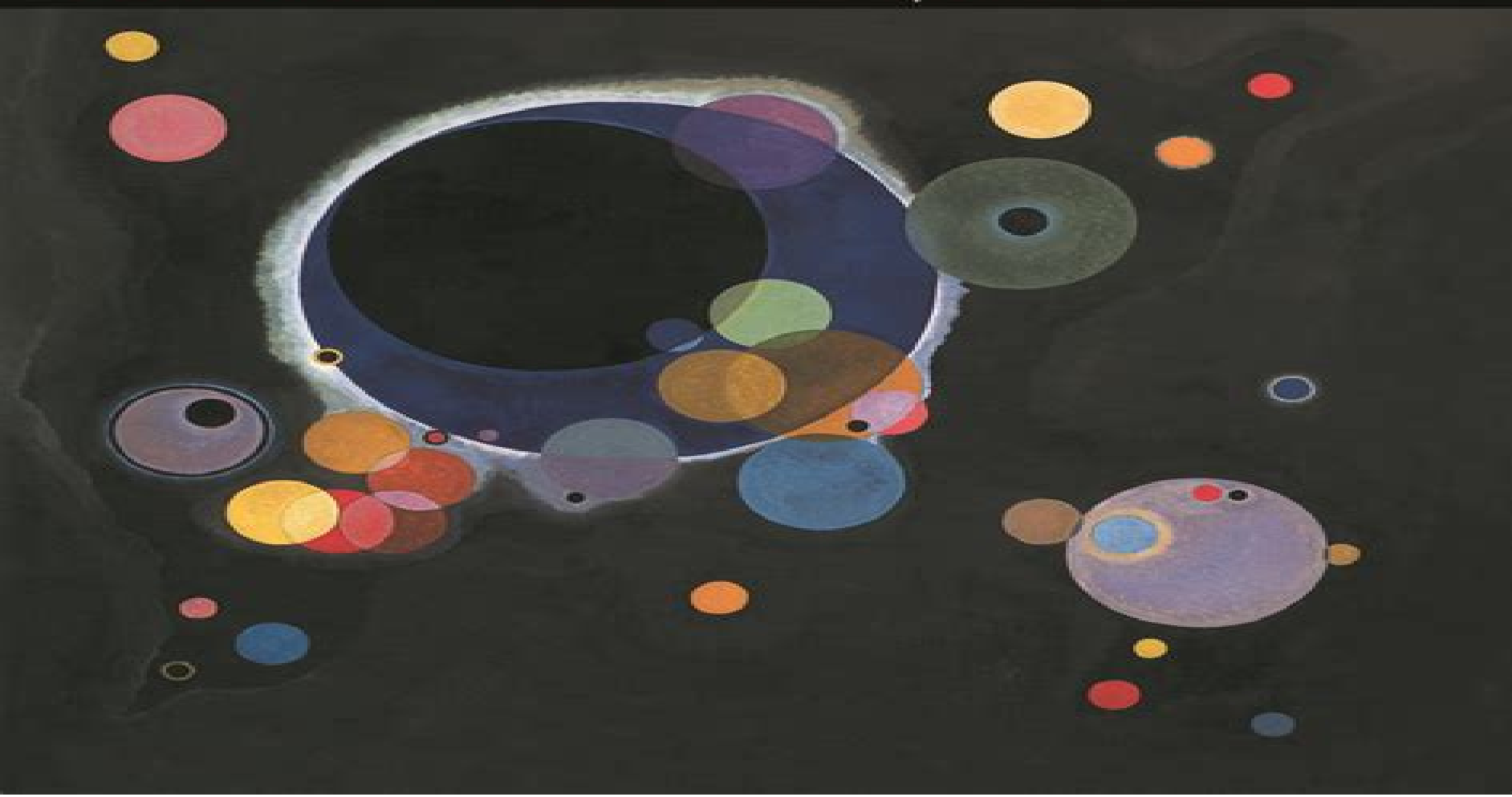


HANDBOOK OF CORPORATE COMMUNICATION AND PUBLIC RELATIONS

PURE AND APPLIED Edited by Sandra M. Oliver



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theories and frameworks overviews of dominant research streams applications in specific crisis areas and future directions Both the theoretical and the practical are discussed providing a volume that appeals to both academic minded readers as well as professionals at the managerial decision making level The audience includes public relations and corporate communication scholars graduate students studying social media and crisis communication researchers crisis managers working in communication departments and business leaders who make strategic business communication planning No other volume has provided the overarching synthesis of information regarding the field of crisis communication and social media that this book contains Incorporated in this volume is the recent Social mediated Crisis Communication Model developed by the editors and their co authors which serves as a framework for crisis and issues management in a rapidly evolving media landscape

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