



Reputational Risk Management: The Essential Guide to Protecting Your Reputation in Crisis Situations

Peggy M. Jackson

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The Essential Guide to Protecting Your Reputation in Crisis Situations

They're here one day and gone the next - corporate giants like Arthur Andersen disappeared in a puff of smoke because their clients no longer had faith in them as auditors. For as large and established as Arthur Andersen was, it could not overcome its reputational crisis in the wake of the Enron collapse.

Could this happen to your business, nonprofit or academic institution? Your organization's reputation is its most valuable - and fragile- asset. Some businesses, nonprofits or academic institutions never recover from a reputational crisis. Others pull through and move on to become bigger and better.

Your organization's reputation need not be damaged in a crisis! How you handle a crisis will be remembered long after it is passed. Written for businesses, nonprofits and academic institutions Reputational Risk Management will illustrate how to:

- Leverage the four steps to create and execute an effective crisis management plan.
- Avoid missteps in dealing with a crisis.
- Keep everyone prepared to confidently deal with a crisis situation.
- Employ the secret weapons for managing and surviving a crisis.

Endorsements

"Having worked with Peg Jackson for several years, one could not ask for a better risk manager to have in your corner. Her sixth sense is attuned to reputational risk management, a critical element in today's business environment. Her newest book, Reputational Risk Management, is a must read for all business managers and owners; small, large or in between. They cannot afford to not know what they don't know. It can happen to them!" - **Devon Blaine, President & CEO, The Blaine Group: A Total Communications Agency and Crisis Management Firm**

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