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employees
unpredictable
scrutiny theft
legitimacy investigation
chaos mismanagement
backlash data breach truthfulness
layoffs **customers**
regulation liability
scandal cover-up headline recovery
embezzlement news media
global consequences
perjury reputation
instability consequences collapse
STRATEGIC
CRISIS
COMMUNICATION
pandemic revenue **cyber attack** justice
emergency lying market share litigation
volatile control failure Congressional hearing fraud
threat **public opinion** business continuity
confidentiality bankruptcy criminal class action
mitigation avoidance oversight **supply chain**
trigger event responsibility preparedness
social media stock price whistle blower
credibility illegal accountability
harassment

Foreword by Richard Edelman



สำนักหอสมุด มหาวิทยาลัยเชียงใหม่

Strategic Crisis Communication

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