



The PR Crisis Bible: How to Take Charge of the Media When All Hell Breaks Loose

By Robin Cohn

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During a crisis situation, it's often too late to start figuring out what to do says crisis management expert Robin Cohn. If unprepared, a CEO could sink a corporation, not necessarily due to the crisis itself, but from the handling of it. The PR Crisis Bible is designed to aid any corporation, institution, government agency, CEO, or political personality in handling all types of messy crisis management scenarios. The book offers solid advice on how to handle specific situations that could potentially wreak havoc on a corporation's operations: extended negative press, lawsuits, government investigations, low employee morale, angry customer or vendor complaints, sexual harassment allegations, online hackers, executive succession, workplace safety and drops in sales, stock prices or earnings. Utilizing several dozen examples of companies that could have avoided crises, The PR Crisis Bible highlights how best to anticipate problems and rehearse possible scenarios, prevent negative media exposure, use the Internet to effectively mute a crisis, work with social and environmental activists and monitor internal employee morale and communications.

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Editorial Review

From Publishers Weekly

Managing potentially damaging business news has become trickier in today's fast-paced television and Internet news environment. Cohn, who runs her own public relations firm specializing in crisis management, offers solid advice on avoiding the PR sins that can sink a company. Among the most common mistakes often made by experienced executives are believing that disaster will never strike, shifting blame and responding "no comment" when confronted with a difficult question. Drawing on familiar news events to prove her points, Cohn shows how, for example, personal problems can become company problems. When chief executive Gary Wendt battled his wife in a bitter divorce, his employer, GE Capital, was scrutinized in the media. William Agee's career at Bendix was hurt when his affair with associate Mary Cunningham was made public. In another telling example, she recounts how a well-known business reporter once stopped an executive in the hall to ask for directions to an office and, when the man quickly hurried away muttering that he had no comment, was spurred to dig for a story. While Cohn presents some useful pointers on sidestepping the "seven deadly sins" of PR crisis management, her book would have been stronger if she had expanded and systematized her recommendations instead of offering only brief nuggets of advice. (Oct.)

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From [Booklist](#)

There is something about the media (and, perhaps, the public) that enjoys the sight of a company or leader in disgrace or in disfavor. Such are the events that well-trained, well-seasoned public-relations practitioners feed on, including one Robin Cohn. To her credit, she does address the critical importance of planning a well-thought-out strategy before addressing a crisis. Yet all of her stories, even chapter titles, are intended for quick sound bites; the Motorola cell phone's reputed link to cancer is one of dozens of anecdotes. A few helpful exercises here and there help readers focus on elements that can trigger or presage crises--corporate values, for one. Her advice, on the whole, is sound, but it's difficult to figure out Cohn's audience . . . and her intentions. *Barbara Jacobs*

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About the Author

Robin Cohn is a nationally recognized expert in corporate public relations who set the standard for handling crises when she directed the response of Air Florida after the fatal crash of its Flight #90 in the Potomac River in 1982. In addition to being a compelling writer, she is a dynamic speaker and media promoter. She lives and works in New York City.

Users Review

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