

Global Technology And Corporate Crisis - Simon Moore

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Changes in information technology have created a new and highly volatile environment for modern companies. One of the areas most affected is in crisis management. Companies are more open to hostile or anti-corporate activity, while needing to be responsive in the way they react to the variety of threats which new technology brings. These trends make companies vulnerable in many different ways, and ensure that in future, crises pack more punch, do more damage and do it faster. The role technology has to play is twofold. It will sometimes be the cause, or used as a weapon to provoke crisis. It is also at the heart of planning for and managing crisis, either to manage or shape information or to expedite management attempts to solve problems and respond quickly, while rebuilding corporate and product reputation. This book is based on a combination of one author's academic research into the global impact of new technology and the other author's experiences consulting with disaster struck corporations. It will take a broad, accessible approach aimed at analyzing: * New threats delivered globally and instantly* Online audiences and influencers who drive crises and issues* How to build a more resilient crisis-management structure* Developing communication strategies to protect corporate reputations to survive* Preparing to cope with outsourcing relations to protect or deal with crisis Readers interested in crisis management, the management of technology and corporate communications will all find something here to challenge their perspectives and change their practice. Author: Moore, Simon Publisher: Routledge Illustration: N Language: ENG Title: Global Technology and Corporate Crisis Pages: 00000 (Encrypted PDF) On Sale: 2005-09-01 SKU-13/ISBN: 9780415365963 Category: Business & Economics : Information Management Category: Business & Economics : International - General Category: Business & Economics : Economics - General

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