



## Where's My Umbrella, a Crash Course in Crisis Management (Paperback)

By Len Biegel

Brick Tower Press, 2014. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. WHERE'S MY UMBRELLA: A CRASH COURSE IN CRISIS MANAGEMENT, combines the best of NEVER SAY NEVER with detailed analysis of recent crises - from the Madoff Scandal to Hurricane Sandy - and, with up-to-date best practices, crisis management expert Len Biegel makes the case that many crises can be prevented. Len, president of the communications counseling firm The Biegel Group, brings his deep experience in a wide range of crises and reputation challenges to WHERE'S MY UMBRELLA. From the Tylenol tampering to 9/11 to hurricanes and environmental crimes, he not only chronicles a host of wakeup calls but also tells what they mean. His client list has included General Electric, American Airlines, Hershey Foods, The Business Roundtable, the Israel Broadcasting Authority, and the North Atlantic Treaty Organization (NATO), and he has had a 20-year relationship with Royal Caribbean Cruises. He was formerly Senior Consultant for Fleishman Hillard, the head of the global crisis practice for Weber Shandwick and a senior executive with Burson Marsteller. An Emmy-winning television broadcaster, Len is a Senior Visiting Fellow with the Center for Risk Communication. Biegel...



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