



Damage Control (Revised & Updated): The Essential Lessons of Crisis Management

Eric Dezenhall, John Weber

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No one knows this better than Eric Dezenhall and John Weber, who help companies, politicians, and celebrities get out of various kinds of trouble. In this brutally honest and eye-opening guide, they take you behind the scenes of some of the biggest public relations successes—and debacles—of modern business, politics, and entertainment.

You'll discover:

- Why the 1982 Tylenol cyanide-poisoning case is always cited as the best model for damage control, when in fact it has no relevance to the typical corporate crisis.
- Why Audi never fully recovered from driver accusations of “sudden acceleration”—despite evidence that nothing was wrong with their cars.
- What the crises faced by George W. Bush, Jim McGreevey, Sammy Sosa, Lance Armstrong, Martha Stewart, Coca-Cola, and the Catholic Church have in common . . . and what they don't.

This new revised edition includes an additional chapter "Our Permanent Leakocracy" including information about WikiLeaks and what that notorious case means for business.

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