

Global Technology and Corporate Crisis: Strategies, Planning and Communication in the Information Age



Accelerating global change is generating a volatile, shifting and potent array of risks and threats for business and corporate management. If business is to survive and recover, the authors argue that a major shift is needed that embraces corporate culture, operational planning and the key role of communication in the information revolution. This innovative text meets this challenge head on. It includes informed insights into the implications for strategic planning, management and communications handling for companies facing serious issues and crisis situations in tomorrow's corporate world. With a wide-ranging review of the information and communications revolution, and a forecast of future parameters for planning and execution of crisis management, this book will be invaluable reading for all those involved in the strategic management of technology and corporate communications.

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