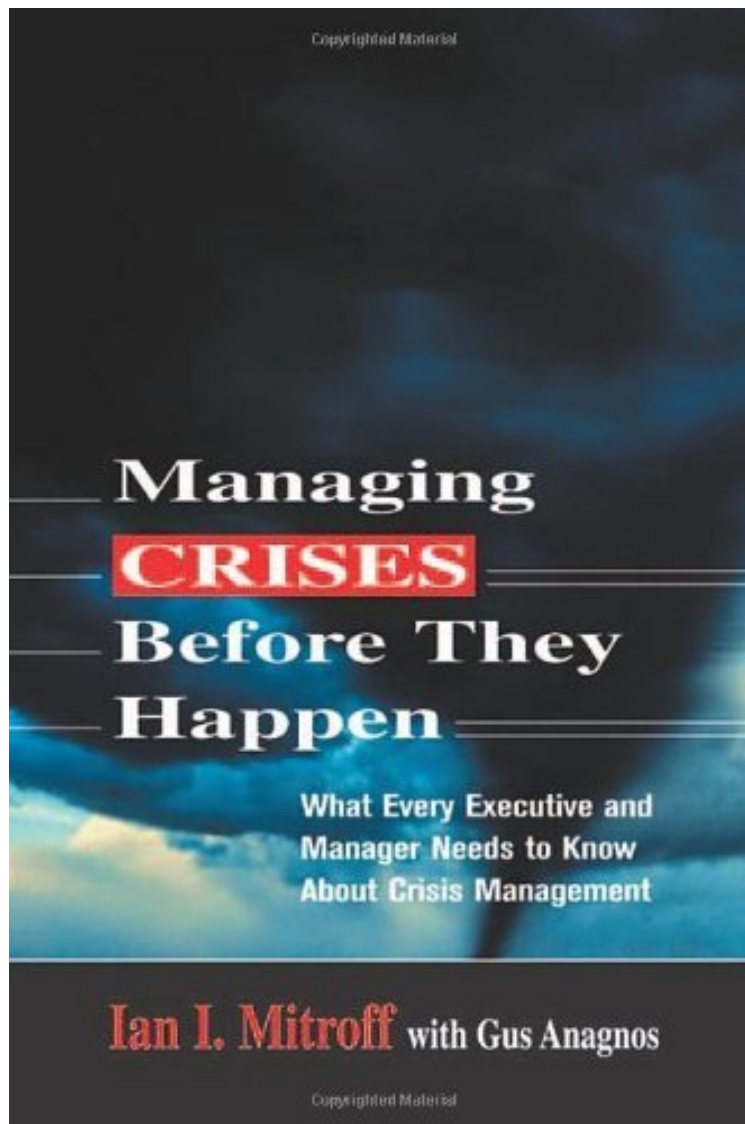


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## Managing Crises Before They Happen: What Every Executive Needs to Know About Crisis Management

*Ian I. Mitroff, Gus Anagnos*

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Managing Crises has helpful checklists of things to consider and the author's Rules for dealing with crises but it is short on convincing analysis. For example, one Rule is that all crises "send out a repeated trail of early warning signals." This is probably true in many, if not most cases, but the author fails to provide a convincing analysis that it is true for all or almost all cases. The Tylenol crisis is the book's primary example, but the book fails to analyze what the early warning signals were for the Tylenol crisis that the manufacturer failed to detect and act on. The book is higher on salesmanship (promoting the author's business?) than on substance. 0 of 0 people found the following review helpful. Good managers guide By Avery  
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About the Author Ian I. Mitroff, Ph.D. (Manhattan Beach, CA) is the Harold Quinton Distinguished Professor of Business Policy, Marshall School of Business at the University of Southern California, president of Comprehensive Crisis Management, and author of many books. Gus Anagnos is vice president of Comprehensive Crisis Management.