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Contact: Mike Onorato / Mallory Campoli
856-489-8654 ext. 304 / 313
Mike.Onorato@smithpublicity.com
Mallory.Campoli@smithpublicity.com

New Book from Crisis Management Expert Edward Segal Features 101 Ways to Prepare for and Bounce Back from Disasters, Scandals, and Other Emergencies

“Crisis Ready prepares you for effectively managing threats to your business. It’s your guide to the strategies and tactics of effective real-time communications. Read it so you will be ready when (not if) a crisis hits your organization.”

- David Meerman Scott, marketing strategist, entrepreneur,
and *Wall Street Journal* bestselling author of *Fanocracy*

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“Keep this book close. You never know when your crisis will strike.”
- Ed Barks, President, Barks Communications

It’s not a matter of IF a crisis will strike a company, organization, or high-profile individual — it’s WHEN.

There are headlines every day about companies or public figures who are under fire. While businesses are not usually destroyed by a crisis, how their leaders handle the situation can have a lasting impact on their reputations, stakeholders, and profits. So why are so many companies ill-prepared?

Crisis Ready: 101 Ways to Prepare for and Bounce Back from Disasters, Scandals, and Other Emergencies [Nicholas Brealey, June 9, 2020] is from renowned crisis management and communications expert Edward Segal. He has written the ultimate survival guide for business executives and high-profile individuals who are entangled in a crisis – and those that want to prepare for the inevitable one. The book is filled with instructive case studies of how companies and public figures—such as Amazon, Disney, Apple, and entrepreneur Elon Musk—have prepared for and handled crisis situations. ***Crisis Ready*** includes checklists and exercises to help get ready for and react to a crisis, and a customizable crisis management plan.

“The bad news is that it is impossible to prevent every conceivable crisis, emergency, or scandal from striking a company or organization,” says Segal. “The good news is that although they can’t *prevent* every possible crisis from occurring, at the very least they can be *prepared* to confront them. The more they are ready today, the more likely it is that they can come through with flying colors if that scenario becomes a reality tomorrow.”

Crisis Ready is for CEOs, senior staff, corporate communication professionals, HR and legal teams, boards of directors, and employees who need to know what to do in the moment: what levers to pull and what moves to make in real time when facing disaster – and what they should or should not say.

Segal's recommended strategies can help anyone on the front lines prepare for, manage, and bounce back from a crisis.

Drawing on the author's years of experience managing crisis situations, ***Crisis Ready*** includes 101 essential tactics, tools, and techniques to help companies prepare for and recover from even the toughest and most devastating scenarios. The issues and topics Segal discusses in ***Crisis Ready*** include:

- 10 Rs of crisis management: Fundamental rules companies and organizations should follow to help ensure they are as ready as they can be to deal with a crisis.
- The good, the bad, and the ugly: Learn from the latest crisis management successes and failures of Apple, IKEA, Facebook, Samsung, Elon Musk, and dozens of others
- Sorry not sorry: Determine if it's appropriate to issue an apology and how to communicate it effectively
- Who's on board? How to assemble the strongest possible crisis management team
- Risk reduction: Steps companies can take to lessen the chances of having a crisis
- Ready or not? How organizations can determine if they are prepared for a crisis
- Plan, then plan again: Why it's crucial to develop and regularly update corporate crisis plans
- No more "no comment:" Why this common PR response of the past no longer cuts it in today's "call-out culture"
- Crisis management is more than a C-suite problem: How HR and IT can prepare for a PR nightmare
- "Hall of Shame": How to avoid common crisis management mistakes that have been made by others
- Bouncing back: Strategies for recovering from a crisis and what can be learned from real-life success stories

EDWARD SEGAL is a highly sought-after speaker and trainer with more than 30 years of experience as a crisis management expert, CEO, public relations consultant, journalist, communications director, and press secretary for members of Congress and political candidates. Segal has advised more than 500 companies and organizations including Marriott Corporation, Consumer Technology Association, and Ford Motor Company, as well as state and federal agencies including the US Department of the Interior, US Postal Service, and the US Census Bureau.

Segal is the former marketing strategies columnist for the *Wall Street Journal's* startupjournal.com. His freelance articles have also been published by the *Los Angeles Times*, *New York Times*, *Washington Post*, *PC World*, and *American Journalism Review*. He was the Washington correspondent for *Home Office Computing* and *Small Business Computing* magazines. Segal is the former CEO of the Greater Los Angeles REALTORS® Association and CEO/communications director of the Marin Association of REALTORS® in Northern California.

To learn more about Edward Segal, visit <https://getcrisisready.com>.

You can connect with the author on [Twitter](#), [LinkedIn](#), and [Facebook](#).

***Crisis Ready* will be available on June 9, 2020 through [Amazon](#) and other major booksellers.**

ADVANCE REVIEW COPIES OF *CRISIS READY* ARE AVAILABLE UPON REQUEST

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