



You'd Better Have a Hose If You Want to Put Out the Fire: The Complete Guide to Crisis and Risk Communications

By Rene A. Henry

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Crises have no boundaries. Any company, organization and institution is vulnerable. A shooting or other violence in the workplace. An explosion. Product recall. Release of toxic substance. Natural disaster. This book is the complete guide to crisis communications. The better a management team is prepared, the better it will be able to communicate and contain an incident before it becomes a crisis. This should be required reading for anyone running a successful enterprise in today's crisis-prone environment. For a senior manager, it could be job insurance!

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Editorial Review

Review

"...you don't want to lose the opportunity to learn from Rene A. Henry's three decades of experience." -- *The Crisis Manager Newsletter, September 15, 2000*

"A crisis can arise at any time, and this book is an excellent tool to use towards the best possible outcome." -- *Athletics Administration, June 2000*

"Every organization needs more practical advice on what to do when, and this book is just the ticket." -- *Virginia Review, September/October 2000*

"Every person, organization, company, city and industry that has been involved with, anticipating or subject to a crisis should purchase a copy of this book." -- *Dr. Marilyn Kern-Foxworth, Florida A&M University*

"Rene Henry's book...is chock full of good and bad examples of public relations during crisis situations." -- *The PR Network, June 10, 2000*

"This book is the closest thing to business preservation insurance that you will find." -- *Fred Thompson, managing partner, Earle Parmler Brown*

"This is a useful, down-to-earth, real-life, no-nonsense approach to crisis communications." -- *Dr. Priscilla Murphy, Temple University*

Designed to aid workplace emergency response, chapters cover workplace violence, natural disasters and the environment. -- *Professional Safety, June 2000*

The need for this book is not just at the highest level of major organizations ... the manager of a paint factory, the FBI head of station, the manager of a supermarket, a college president facing some athletic or academic scandal -- the list is endless. This is better than the ONE MINUTE MANAGER. -- *Anthony G. Dempster, Houston management consultant and former senior executive with Shell Oil Co.*

About the Author

Rene A. Henry has had diverse careers in public relations, sports marketing, housing and construction, television and entertainment, politics, higher education, government service and as a trade association executive. In the 1970s he co-founded what became the second largest marketing PR firm in the West with headquarters in Los Angeles and offices in New York, Washington and Paris. He directed the international media campaign to bring the 1984 Olympic Games to Los Angeles; was president and CEO of the National Institute of Building Sciences; organized the coalition of athletes and entertainers to help elect George H.W. Bush president; and served on the executive cabinet of the president and headed university relations for the third largest university in the U.S. He has authored **MARKETING PUBLIC RELATIONS -- THE HOWS THAT MAKE IT WORK!** and **HOW TO PROFITABLY BUY & SELL LAND** and co-authored **BEARS HANDBOOK -- STORIES, STATS & STUFF ABOUT BAYLOR UNIVERSITY FOOTBALL** (All carried by Amazon).

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