



Crisis Management: Leading in the New Strategy Landscape

By William Rick Crandall, John A. Parnell, John E. (Edward) Spillan



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Offering a strategic orientation to crisis management, this fully updated edition of *Crisis Management: Leading in the New Strategy Landscape, Second Edition* by William "Rick" Crandall, John A. Parnell, and John E. Spillan helps readers understand the importance of planning for crises within the wider framework of an organization's regular strategic management process. This strikingly engaging and easy-to-follow text focuses on a four-stage crisis management framework: 1) Landscape Survey: identifying potential crisis vulnerabilities, 2) Strategic Planning: organizing the crisis management team and writing the plan, 3) Crisis Management: addressing the crisis when it occurs, and 4) Organizational Learning: applying lessons from crises so they will be prevented or mitigated in the future.

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Editorial Review

Review

“I really like [Crisis Management]. It is very readable and interesting. It is able to explain things clearly without being too basic for the more experienced reader...There is more 'content' and more different approaches and perspectives than in other crisis management books. Other books seem repetitive, dry and one-note by comparison.” (Stephen C. Betts 2013-01-03)

“I LOVE the basic premise: that crisis management should be integrated with strategic management. That beautifully underlies the authors' preferred framework, which in turn drives the text's organization and content. Too often, courses and texts are developed in silos, with strategic management being separated from organization theory and organization behavior and so on...This text takes an interdisciplinary approach to a set of critical problems that managers must consider and resolve in order to protect the interests of their employees, organizations, and communities.” (Lucy A. Arendt 2013-01-03)

“I think the level of writing and presentation is excellent.” (Karen M. Leonard 2013-01-03)

“The book was easy for [my students] to read and understand. It also provided good mini cases...The exercises and mini cases were very useful. However, the overall readability for students is what I found impressive and why I chose this book over others in the market.” (Tami Moser 2013-01-03)

“Overall, I found the Crandall, Parnell and Spillan book appropriate in scope (not overly broad and general, but also not clearly narrow and specific). They focused in on essential information for an introductory book on crisis management, and the reader should be well informed just by reading this book. The writing style was straightforward, concise and business-like, with a professional conversational tone. I liked it, and found it easy to read this book and to stay engaged with the material. I think students will find it interesting, comprehensible, and appealing to read.” (Marcia J. Kurzynski Lock Haven 2013-01-03)

“This book offers a logical and theoretical framework for crisis management, depicted in a visual model that is explained with real-world examples. The book expertly blends theory with real-world application in a manner that simply makes sense. Such an approach is extremely valuable when planning for crises as well as teaching how to plan for crises...The chapters then have a very real-world approach so the amount of theory is perfect!” (Dana Moore Gray 2013-01-03)

“Excellent! That's why I have selected it as my text. The incorporation of strategy emphasizes the importance of crisis planning. It covers most of what I have traditionally emphasized in my courses. I particularly like its structure, breaking the process into stages and internal and external landscape. The text also covers the entire process of crisis management from sources and early warning to recovery...It covers the sequential unfolding of crises and as such, matches the way I teach and consult on CM. Very nicely done!” (David X. Swenson 2013-01-03)

About the Author

William “Rick” Crandall (PhD, University of Memphis) is professor of Management at the University of North Carolina at Pembroke. Previously, Dr Crandall taught for eleven years at Concord College, Athens, where he served on the college's crisis management team. Dr Crandall's articles on crisis management have

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John A. Parnell (PhD, University of Memphis, EdD, Campbell University; MAEd, East Carolina University) is the William Henry Belk Distinguished Professor of Management at the University of North Carolina at Pembroke, where he was recipient of the 2005 Adolph Dial Award for Scholarly and Creative Activity.

John E. Spillan (PhD, Warsaw School of Economics) is professor of Business Administration at the University of North Carolina at Pembroke. His research interests center on crisis management, international marketing, entrepreneurship, and international business. His articles have appeared in a wide range of journals.

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Misty Barrientos:

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