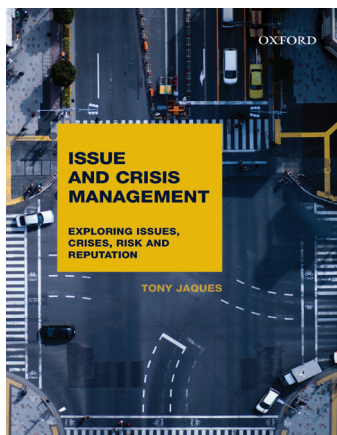# ISSUE AND CRISIS MANAGEMENT
Exploring Issues, Crises, Risk and Reputation

Tony Jaques is an internationally recognised consultant and authority on issue and crisis management who lectures at RMIT and Swinburne University.

The intersection of issues and crises management with risk and reputation is one of the most dynamic and challenging areas of professional communication.

Written by one of Australia's leading experts in issue and crisis management, this book introduces and examines each of these elements, and explores their relationship as an integrated model within the broader contexts of public relations, communication and management. It provides comprehensive analysis and discussion of theoretical perspectives and current field research, and introduces industry examples of best practice.

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KEY FEATURES

- Case studies at the end of each chapter connect theory to practical examples from the Asia Pacific region
- Discussion of the role and impact of social media usage is incorporated throughout
- Key points, activities and discussion questions support student learning
- Includes a fully-worked example of a detailed issue management plan

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1. Setting the Framework
2. Issue Management - Development and Tools
3. Issue Management – Identification and Prioritisation
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11. Risk Management – Reputation
12. Leadership and the Future
Appendix Issue Management Plan – A Fully Worked Example

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