



# Organizations in the Face of Crisis: Managing the Brand and Stakeholders

*Dennis W. Tafoya*

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## **Organizations in the Face of Crisis: Managing the Brand and Stakeholders** Dennis W. Tafoya

An organization's brand is its most distinctive feature - it is a mechanism for coordinating resources around its vision or mission. *Organizations in the Face of Crisis* offers a new and unique approach to the treatment of threats to an organization and its brand. In this volume, key concepts associated with crisis events are presented and analysed. Examination of 'brand trauma,' the potentially debilitating effects of a crisis on an organization, reveals the pervasive nature of a crisis' effects and offers why these effects can haunt a brand and its stakeholders long after the crisis has passed. Tafoya also illustrates ways an organization's core network can be shaken by the emergence of a new network brought on by a crisis. This network, a 'stakeholder swarm', functions to meet its own needs often by challenging the make-up, control and flow of information, and even threatening the effected organization's very existence.

Case studies and diagnostic tools are used to demonstrate the effects of a crisis on an organization and its brand, and to provide insight and strategies on managing the crisis at hand as well as the long-term effects that may be linked to the crisis and its occurrence. This volume will appeal to stakeholders on all sides of a crisis: from an organization's managers, employees, customers or clients and to diverse fields of study including law, medicine, religion, military, law enforcement and regulation.

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