



# Strategic Communication in Crisis Management: Lessons from the Airline Industry

*By Sally Ray*

Download now

Read Online →

## Strategic Communication in Crisis Management: Lessons from the Airline Industry By Sally Ray

Communicating successfully is crucial if an organization is to survive and recover from a crisis. Focusing on the airline industry and some of the most recent headline-making disasters, Dr. Ray looks at organizational crises, the communications strategies employed by organizations when responding to crises, and the factors that influence the effectiveness of this strategic communication. She maintains that our understanding of crisis and the implications for strategic crisis communications in all industries can be based on two valid assumptions. First, crises may be viewed in terms of phases. Second, they are best understood from a system perspective. This is particularly important when we realize that how stakeholders see crises and how professional communicators see them may be entirely different, and that their viewpoints will vary at various crisis stages.

Dr. Ray begins with an introduction that reviews the U.S. airline industry's safety system, followed by a chapter on organizational crises and crisis communications. The remaining chapters are divided into sections reflecting Dr. Ray's simplified model of crisis stages: pre-crisis, crisis, and post-crisis. Here she explores conditions which lead to major aviation disasters and other crises, contingency planning, crisis management, crisis communication, and post-crisis investigation by the National Transportation Safety Board. Seven chapters provide case studies of major airline disasters, analyzed according to her three-stage model, and an illuminating of the major issues associated with airline disasters. The cases also examine, analyze, and evaluate communication strategies used by airlines when responding to these issues and give readers important lessons to ponder, which she synthesizes in a conclusion. Corporate communications specialists at all levels, in the public and private sectors both, as well as executives with other management responsibilities will find Dr. Ray's book informative, useful, and fascinating reading.

 [\*\*Download\*\* Strategic Communication in Crisis Management: Less ...pdf](#)

 [\*\*Read Online\*\* Strategic Communication in Crisis Management: Le ...pdf](#)

# Strategic Communication in Crisis Management: Lessons from the Airline Industry

*By Sally Ray*

**Strategic Communication in Crisis Management: Lessons from the Airline Industry** By Sally Ray

Communicating successfully is crucial if an organization is to survive and recover from a crisis. Focusing on the airline industry and some of the most recent headline-making disasters, Dr. Ray looks at organizational crises, the communications strategies employed by organizations when responding to crises, and the factors that influence the effectiveness of this strategic communication. She maintains that our understanding of crisis and the implications for strategic crisis communications in all industries can be based on two valid assumptions. First, crises may be viewed in terms of phases. Second, they are best understood from a system perspective. This is particularly important when we realize that how stakeholders see crises and how professional communicators see them may be entirely different, and that their viewpoints will vary at various crisis stages.

Dr. Ray begins with an introduction that reviews the U.S. airline industry's safety system, followed by a chapter on organizational crises and crisis communications. The remaining chapters are divided into sections reflecting Dr. Ray's simplified model of crisis stages: pre-crisis, crisis, and post-crisis. Here she explores conditions which lead to major aviation disasters and other crises, contingency planning, crisis management, crisis communication, and post-crisis investigation by the National Transportation Safety Board. Seven chapters provide case studies of major airline disasters, analyzed according to her three-stage model, and an illuminating of the major issues associated with airline disasters. The cases also examine, analyze, and evaluate communication strategies used by airlines when responding to these issues and give readers important lessons to ponder, which she synthesizes in a conclusion. Corporate communications specialists at all levels, in the public and private sectors both, as well as executives with other management responsibilities will find Dr. Ray's book informative, useful, and fascinating reading.

**Strategic Communication in Crisis Management: Lessons from the Airline Industry** By Sally Ray  
**Bibliography**

- Sales Rank: #1670864 in Books
- Brand: Brand: Praeger
- Published on: 1999-04-30
- Original language: English
- Number of items: 1
- Dimensions: 9.56" h x 1.02" w x 6.50" l, 1.40 pounds
- Binding: Hardcover
- 272 pages

 [Download Strategic Communication in Crisis Management: Less ...pdf](#)

 [Read Online Strategic Communication in Crisis Management: Le ...pdf](#)

## **Download and Read Free Online Strategic Communication in Crisis Management: Lessons from the Airline Industry By Sally Ray**

---

### **Editorial Review**

#### **Review**

"[s]ucceeds in providing some new insights by taking readers through the crisis management process of the airline industry and how that process is used to learn lessons and to improve crisis management. The detailed case studies alone are enough to peak the interest of any student of crisis management."-Journal of Contingencies and Crisis Management

"Ýs"ucceeds in providing some new insights by taking readers through the crisis management process of the airline industry and how that process is used to learn lessons and to improve crisis management. The detailed case studies alone are enough to peak the interest of any student of crisis management."-Journal of Contingencies and Crisis Management

?[s]ucceeds in providing some new insights by taking readers through the crisis management process of the airline industry and how that process is used to learn lessons and to improve crisis management. The detailed case studies alone are enough to peak the interest of any student of crisis management.?-Journal of Contingencies and Crisis Management

"A must read for anyone who deals with crisis on a corporate scale. Dr. Ray has created the definitive pre-crisis reference on the knowledge and skills needed to survive a crisis, and continue as a viable business. I strongly recommend her work as required reading for Corporate Communications and Safety personnel."-Gene Pellicchia Staff Vice President, Aviation Safety Aloha Airlines

#### **About the Author**

SALLY J. RAY is Associate Professor in the Department of Communication and Broadcasting, Western Kentucky University, Bowling Green./e She is the author of various journal articles, a contributor to several books, and has spoken before public and private organizations on topics related to the airline industry and strategic communication in general.

### **Users Review**

#### **From reader reviews:**

##### **Glen Hoffman:**

As people who live in typically the modest era should be revise about what going on or details even knowledge to make them keep up with the era and that is always change and make progress. Some of you maybe will probably update themselves by looking at books. It is a good choice in your case but the problems coming to you actually is you don't know which one you should start with. This Strategic Communication in Crisis Management: Lessons from the Airline Industry is our recommendation so you keep up with the world. Why, since this book serves what you want and wish in this era.

**Jeffery Hall:**

Hey guys, do you would like to finds a new book to read? May be the book with the subject Strategic Communication in Crisis Management: Lessons from the Airline Industry suitable to you? The actual book was written by well-known writer in this era. Often the book untitled Strategic Communication in Crisis Management: Lessons from the Airline Industryis one of several books this everyone read now. That book was inspired a number of people in the world. When you read this book you will enter the new dimensions that you ever know previous to. The author explained their concept in the simple way, and so all of people can easily to be aware of the core of this book. This book will give you a large amount of information about this world now. In order to see the represented of the world in this particular book.

**Wanda Pence:**

Beside this particular Strategic Communication in Crisis Management: Lessons from the Airline Industry in your phone, it may give you a way to get closer to the new knowledge or data. The information and the knowledge you will got here is fresh from the oven so don't become worry if you feel like an aged people live in narrow town. It is good thing to have Strategic Communication in Crisis Management: Lessons from the Airline Industry because this book offers for your requirements readable information. Do you occasionally have book but you don't get what it's interesting features of. Oh come on, that won't happen if you have this within your hand. The Enjoyable arrangement here cannot be questionable, just like treasuring beautiful island. Techniques you still want to miss it? Find this book and also read it from currently!

**Walter Burchett:**

Within this era which is the greater individual or who has ability to do something more are more precious than other. Do you want to become one of it? It is just simple solution to have that. What you need to do is just spending your time not much but quite enough to enjoy a look at some books. Among the books in the top checklist in your reading list is usually Strategic Communication in Crisis Management: Lessons from the Airline Industry. This book which can be qualified as The Hungry Mountains can get you closer in growing to be precious person. By looking up and review this reserve you can get many advantages.

**Download and Read Online Strategic Communication in Crisis Management: Lessons from the Airline Industry By Sally Ray #QHYOSXERFG3**

## **Read Strategic Communication in Crisis Management: Lessons from the Airline Industry By Sally Ray for online ebook**

Strategic Communication in Crisis Management: Lessons from the Airline Industry By Sally Ray Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Strategic Communication in Crisis Management: Lessons from the Airline Industry By Sally Ray books to read online.

### **Online Strategic Communication in Crisis Management: Lessons from the Airline Industry By Sally Ray ebook PDF download**

#### **Strategic Communication in Crisis Management: Lessons from the Airline Industry By Sally Ray Doc**

Strategic Communication in Crisis Management: Lessons from the Airline Industry By Sally Ray Mobipocket

Strategic Communication in Crisis Management: Lessons from the Airline Industry By Sally Ray EPub

QHYOSXERFG3: Strategic Communication in Crisis Management: Lessons from the Airline Industry By Sally Ray