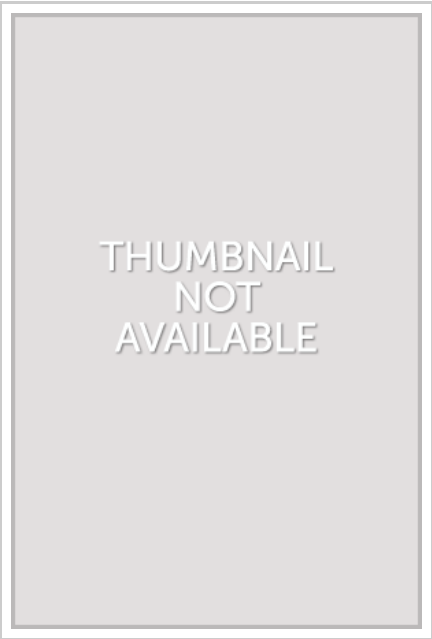


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The Instant Survivor: Right Ways to Respond When Things Go Wrong

By Jim Moorhead

Greenleaf Book Group LLC. Hardback. Book Condition: new. BRAND NEW, The Instant Survivor: Right Ways to Respond When Things Go Wrong, Jim Moorhead, This is a crisis-management handbook that shows readers the four steps to going from head-in-the sand denial to head-held-high success. Jim Moorhead reveals the methods top companies use to tackle crises. In an energetic, upbeat style - laced with compassion and practicality - he explains how executives audit their businesses and fix problems before they mushroom into messes. When crises do occur, a crisis management team talks through the company's business and legal goals, analyses the people and resources to deploy and the allies and experts to call upon, and debates the options before agreeing on a strategy. Whether the problem is downsizing, divorce, disability, or debt, Jim Moorhead, a seasoned trial attorney and crisis adviser, poses these four simple questions to help any individual prevent and tackle life's hard and soft crises in an organisation: What is the problem? Why do I have to start right now to solve it? Who can help me? What's the one step I can take right now on the path toward a solution? As he explains his steps to overcoming...

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