



Now Is Too Late 2

Gerald Baron

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Crisis communication will never be the same. New and rapidly emerging technologies create instant news and instant networks and communities. The old days of simply responding to the media are gone forever. Organization leaders and communicators need to meet the new demands for instant, direct and transparent communication. These changes are illustrated through numerous telling case studies and examples. The first edition, published in 2002, helped spark a revolution in how organizations prepared to meet major crises. This edition includes new chapters on "Blogwars" and "Ultimate Communicator."

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