



Blindsided: A Manager's Guide to Catastrophic Incidents in the Workplace

Bruce T. Blythe

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The world-renowned crisis consultant offers a comprehensive blueprint to guiding a company through the aftermath of a disaster

The tragic events of September 11, 2001, put businesses nationwide on alert: They now know they need to prepare for catastrophes. Bruce T. Blythe, a leading consultant on corporate crises, offers managers a step-by-step guide to a subject that has intimidated all too many managers, causing them to postpone such preparation indefinitely.

Blythe guides the reader through a series of worst-case scenarios, from a shooting rampage to a flash flood to a terrorist attack, offering handy checklists and field-proven action tests for quick results. He instructs managers and corporate executives on how best to prepare their teams for a crisis and how to deal with customers, employees, and the media in its aftermath. He explains tactics and preemptive measures that ensure:

- * a quick return to work
- * effective press management
- * better morale
- * fewer lawsuits down the line

Blindsided does more than secure the structure of a business. It shows you how to rebuild the spirit of your employees, so that your business can come back stronger than before.

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