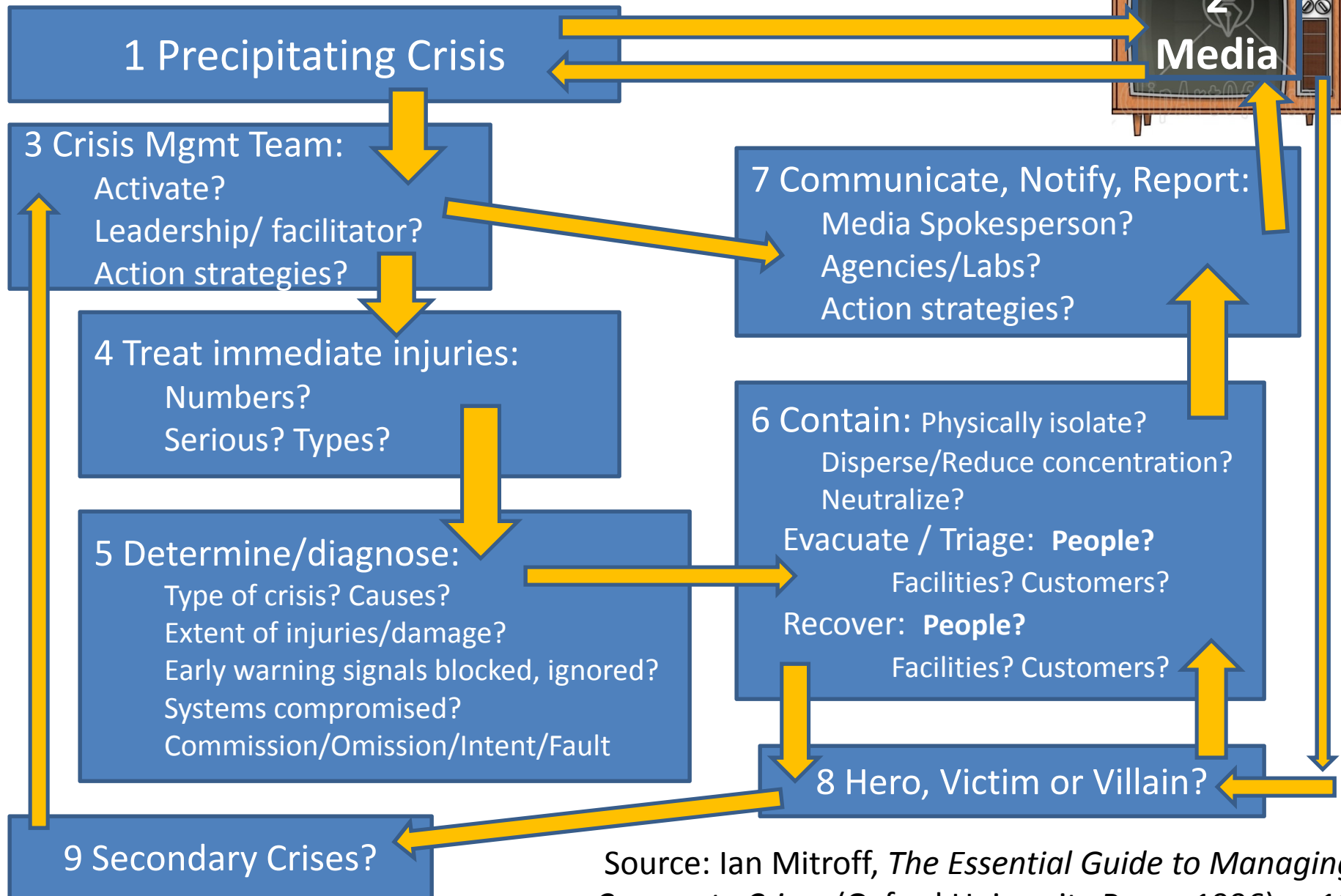


What to Do When a *Crisis Hits*



Source: Ian Mitroff, *The Essential Guide to Managing Corporate Crises* (Oxford University Press, 1996) p. 10