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Crisis Ready is that book. The subtitle, "Building an Invincible Brand in an Uncertain World", may promise a bit more than can be guaranteed, but it is the right emphasis for our times when the pace of digital media often challenges the best of organizations and leaves the more traditional gasping.

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The Crisis Ready Rule is: The longer you take to effectively respond to a crisis, the less of a crisis response penalty (CRP) you will suffer.

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