



Crisis Management: The Art of Success & Failure: 30 Case Studies in Business & Politics

Yunus D. Saleh

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No matter where we work or what we do, there is no stopping the fact that, at some point in our lives, we will encounter a crisis. How an individual responsible for dealing with these types of situations reacts is ultimately the deciding factor as to whether or not they come out safely on the other side.

Crisis Management: The Art of Success and Failure focuses on different types of crises, symptoms, and models that recurrently threaten business and political environments. Pulling from no better teacher than history itself, Crisis Management is broken into 30 case studies that provide analysis and theoretical approaches that explore both successful and unsuccessful examples of management in the midst of crisis. While focusing primarily on business and politics, Crisis Management is a powerful tool for all readers who wish to understand how to better tackle crises when they arise. Learning how to remain calm and deal with critical situations is a skill that can be learned and mastered.

Yunus D. Saleh is a bank branch manager at Trade Bank of Iraq (TBI) and previously worked as program officer in the Political Party Department at the National Democratic Institute for International Affairs (NDI). He received his B.A. in English Literature from Almamoon University in 2003 and received a postgraduate degree in Public Administration from Utara Malaysia Universality in 2006.

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