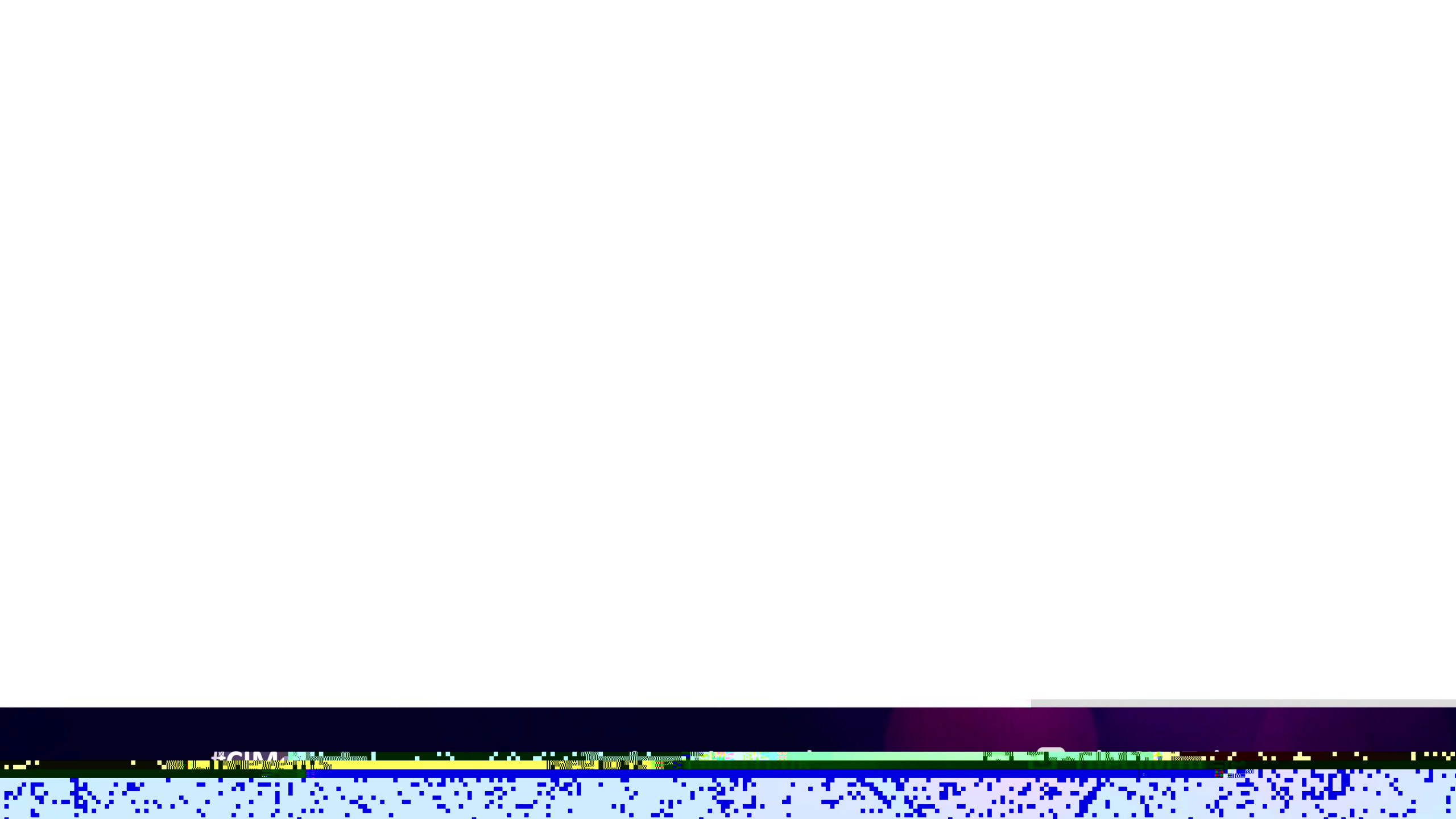








CIM Marketing Club Newsletter



“What they need to do is...”

What is a crisis?

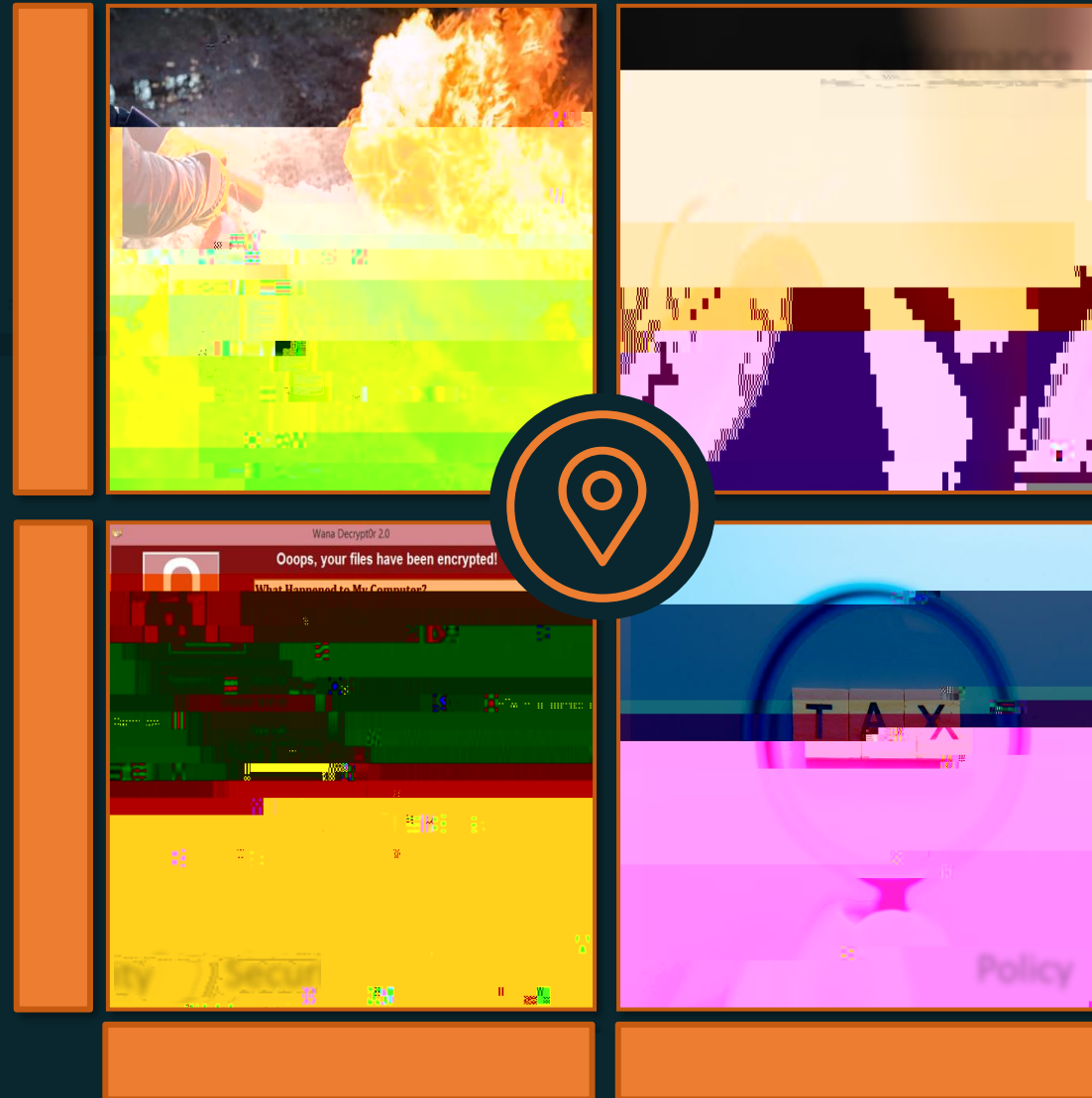
a low-probability, high-impact event

viability of the organization

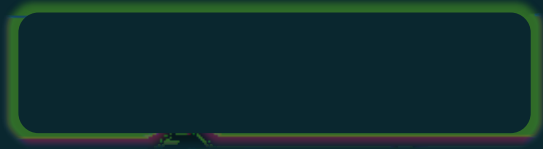
characterized by ambiguity

belief that decisions must be made swiftly.

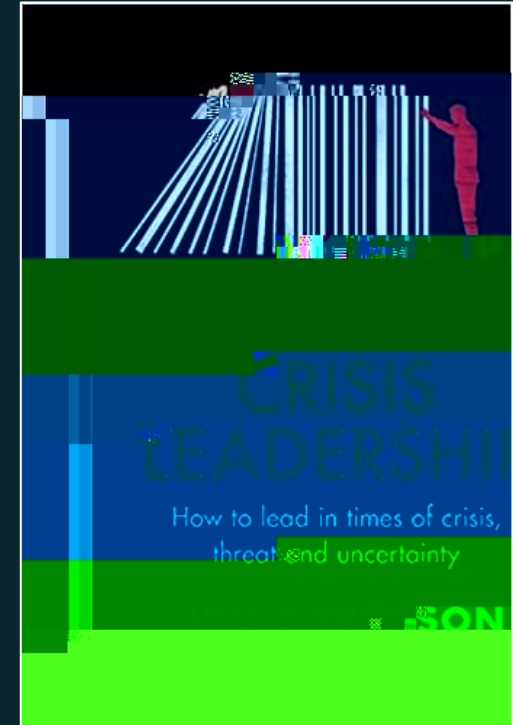
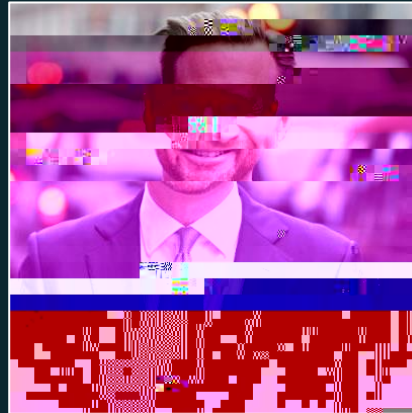
Where do crises come from?



How should they do it?



Closing remarks



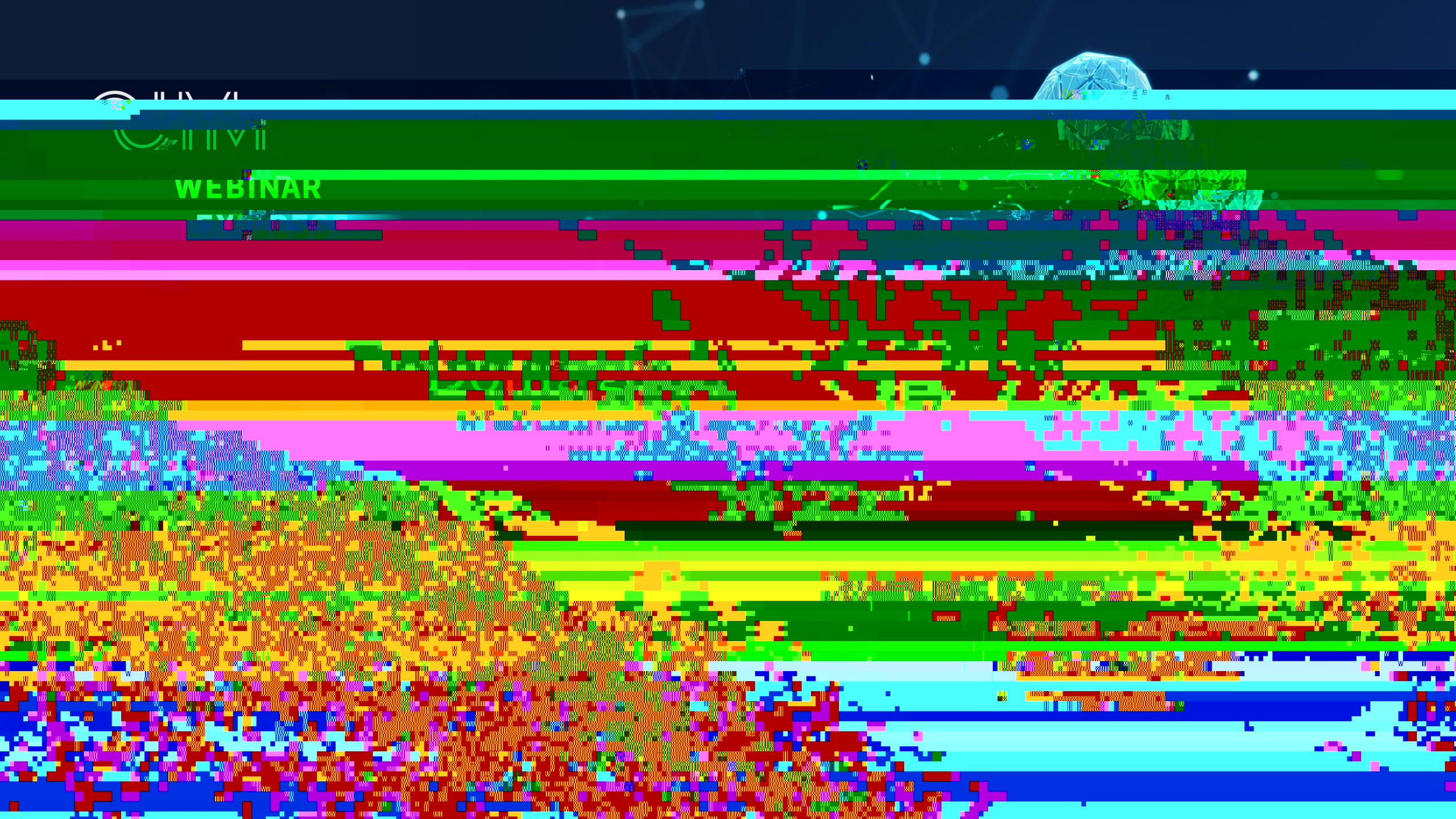
Q&A

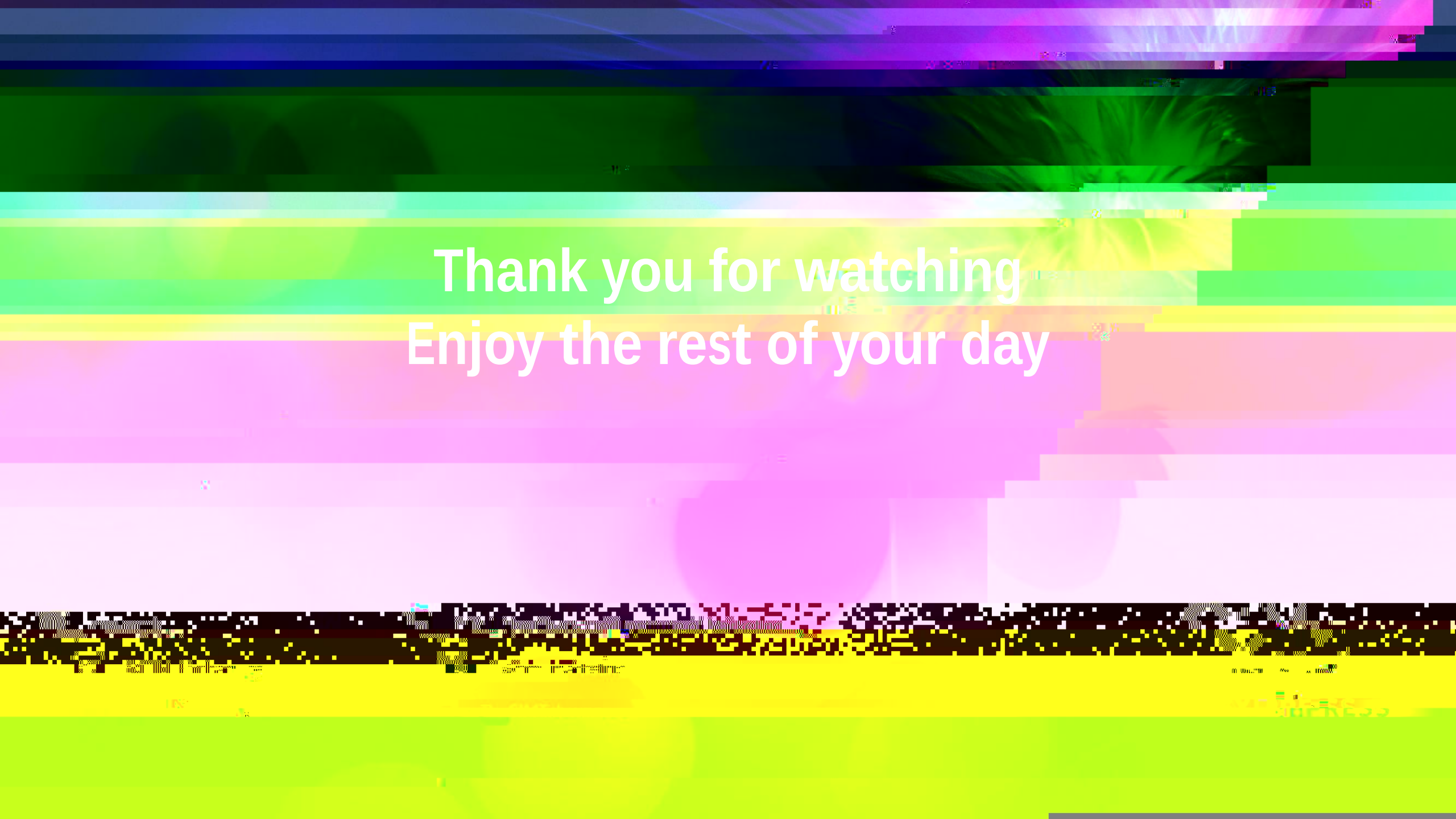


PLAN 41



WEBINAR





Thank you for watching
Enjoy the rest of your day