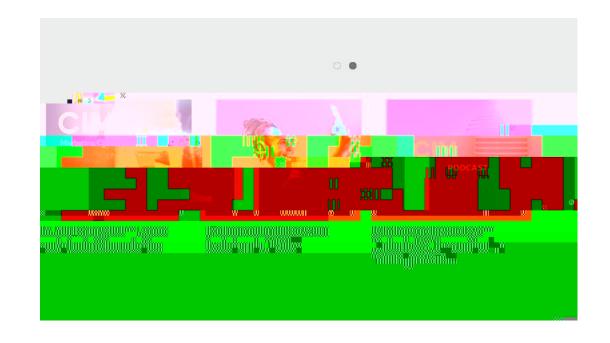


GM Marketing Gub newsletter

For university students - keep up to date with the latest trends, innovations and concepts in the marketing industry



Sign up here -





"What they need to do is..."

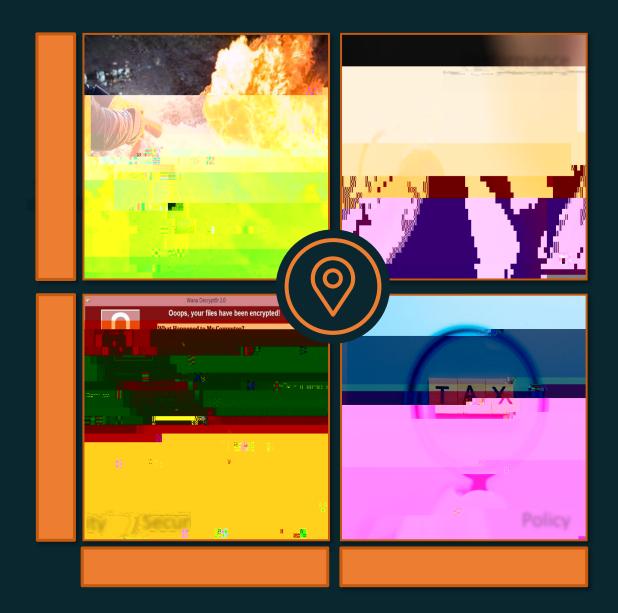
What is a crisis?

a low-probability, high-impact event that threatens the

viability of the organization and is characterized by ambiguity of cause, effect, and

means of resolution, as well as by a belief that decisions must be made swiftly.

Where do crises come from?



How should they do it?



Closing remarks



Tim Johnson
Partner, Deloitte
timjohnson@Deloitte.co.uk

