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It is a valuable text for courses that take a discursive approach to public relations, and it also appeals to readers in business management, examining apology as a response strategy to corporate crises.

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Crisis Management by Apology: Corporate Response to

Apologies have become de rigueur in a crisis today. Sadly, "sorry" has become a word to say "when caught" and it's rarely meant, because it's typically the "head" (a.k.a. the Ego) talking. Often the apology only comes when the corporate sponsor, the chief of staff, the fans, the customers, or the PR advisers have demanded an apology.

The Role of the Apology in a Crisis - Disaster Resource Guide

For the rest of us, an apology isn't nearly as pleasant. But saying "I'm sorry" to the public is an important element of crisis communication something companies should think about and plan for (and then hope they never have to do it).

Crisis Management 101: How To Apologize Appropriately

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Crisis Communications: Preparation & Response

Crisis management is a process designed to prevent or lessen the damage a crisis can inflict on an organization and its stakeholders. As a process, crisis management is not just one thing. Crisis management can be divided into three phases: (1) pre-crisis, (2) crisis response, and (3) post- crisis.

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