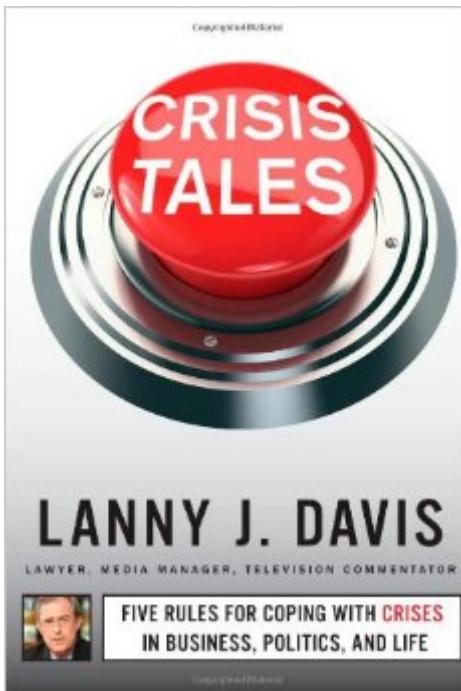


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# Crisis Tales: Five Rules For Coping With Crises In Business, Politics, And Life



## Synopsis

A veteran political strategist provides insight into crisis management on cases ranging from Martha Stewart to Whole Foods to Bill Clinton in a book on what to do when disasters "both personal and political" strike. **TELL IT ALL, TELL IT EARLY, TELL IT YOURSELF** Nobody ever calls Lanny Davis to give him good news. As a legal crisis manager, he's the man public figures such as Bill Clinton, Martha Stewart, U.S. representative Charlie Rangel, and companies such as Whole Foods, among many others, rely on to pull them through public scandal with their reputations intact. Winning your case in a courtroom instead of the media is no longer a viable option. These days, every scandal is tried in the court of public opinion. Refusing to dignify allegations with an answer is grounds for flagellation by the press. Political insider Davis has spent years helping politicians, sports figures, business executives, and corporations through the biggest reputation crises of our times, and each case has aided him in the creation of five invaluable rules that absolutely anyone can use to protect himself from damaging hearsay "online and off. In this fascinating and practical resource, Davis tells the real stories behind his famous clients' very public scandals as he explains what he and his team did right, what they did wrong, and how they learned from their mistakes and successes. As impossible as it is to believe, many public relations experts still rely on the faulty Nixon model "deny, deny, deny. This tactic was detrimental not only to Nixon's presidency but, for example, to Exxon and BP (not Davis' clients) following major oil spills. Instead, Davis believes, it is important to tell the full story yourself, even if it means sharing unflattering details before they leak on their own. By getting ahead of the story, you have more control over how the information is reported and perceived in the media. Damaging falsehoods can go viral in an instant, but the nation's premier political spin doctor will teach you how to fight back.

## Book Information

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## Customer Reviews

Even as a novice in the field of communications this book by Lanny Davis seems a pretext for explaining, ad nauseum, why he represents truly vile people, or their close associates, while being a really good guy. The chapter on Ivory Coast dictator Gbagbo seeks to get it through the heads of readers, by repetition if nothing else, that he's not actually involved in anything other than a seeking "peaceful solution." A word of advice for Mr. Davis. You don't need to write a book to clarify your work with dictators and manipulative companies. You could go the old fashioned route and simply not represent them, or their representatives. Disappointing, as this book provides very little in the way of crisis management strategies. It's a memoir. I'm appalled I paid for an thinly-veiled, narcissistic, and self-aggrandizing piece of self-promotion.

I like Lanny Davis and thought this would be interesting. It wasn't. It's not particularly well-written and it exposes him as as much a weasel as those whom he has counseled. Some good points, but they could have been made in 5 pages.

The concept of the book is good. But he is a spin master. I read the chapter on Pakistan and he was so pro Pakistan! He was helping Benazir Bhutto to win against Clinton and telling her do this, do that. Well, that is his job. I guess these people get so much money that they help whoever is willing to pay. He comes across as so against Pressler who is a Republican who was India's friend. Well, US was helping insurgents in Pakistan to help them defeat Soviet on Afghan occupation. We all know where that ended. I wonder if people like these who infiltrate Washington, DC is the real problem. The book is just a rant of his ideologies, and if you don't like it you will be disappointed.

Not an exiting document but which howeveals an underside aspect and related intrigues of politic modus operandi, facts that are rarely disclosed in day to day readings or listening about the ongoing activities of United States elected representatives. It is also enlightning to read about the ways of interactions by the problem solving means and methods. It is also a tale telling document disclosing the participants inter relationships within the problem solving group at hand. This is,by and large, rarely available information which should be more widely distributed so to render taxpayers and all

citizens better informed as to who may be responsible for global outcomes and problem solving.

'TELL THE TRUTH, TELL IT EARLY, AND TELL IT YOURSELF" is the mantra throughout this book and through the telling of the handling of actual cases of Lanny Davis provides examples of how his method works successfully of learned and used by the book's readers.

Incredible stories. I appreciate his great detail for all the background to each story as gives reason for the crisis. And the 5 rules are a good know for anyone who potentially might become famous or doesn't want to become famous for all the wrong reasons. :)

What can he really honestly say about previous clients. He is a liberal, but an openminded one. He was interviewed on medved's show and I was impressed with his candor and intelligence. He was more interesting in the interview, than via his book.

Lanny and I disagree politically and I rolled my eyes at him a couple of times while reading this book. However, his first rule of crisis management is a good one that I wish people of ALL persuasions would follow. Interesting stories, well told.

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