



# **Krisen-PR und Issues Management: Professional Corporate Crisis Communication (German Edition)**

*Christoph Beaufils*

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Studienarbeit aus dem Jahr 2010 im Fachbereich Medien / Kommunikation - Public Relations, Werbung, Marketing, Social Media, Note: 1,0, Hochschule der Medien Stuttgart, Veranstaltung: Public Relations, Sprache: Deutsch, Abstract: Krisen-PR und Issues Management sind verschiedene Teile der professionellen „Crisis Communication“, die meist nur dann eine wichtige Rolle zu spielen scheinen, wenn eine Organisation, wie im Fall von BP, sprichwörtlich in der Krise steckt. Die vorliegende Arbeit gibt einen groben Überblick über die Verfahrensweisen und Möglichkeiten dieser zwei Werkzeuge im Rahmen der Unternehmenskommunikation und zeigt explizit auf, dass es sich dabei nicht, wie fälschlicherweise oft angenommen, durchgehend um reaktive Verhaltensstrategien auf ein bestimmtes Thema hin handelt.

Obwohl Krisen-PR und Issues Management stark miteinander verknüpft sind, werden sie in dieser Arbeit separat voneinander betrachtet, um einen besseren Überblick über die einzelnen Werkzeuge zu gewährleisten.

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