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His research includes the award-winning book Ongoing Crisis Communication as well as Code Red in the Boardroom: Crisis Management as Organizational DNA. He is coauthor of a number of books, including It's Not Just PR and Public Relations Strategy and Application: Managing Influence with Sherry Holladay and Today's Public Relations with Robert Heath.

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Ongoing Crisis Communication: Planning, Managing, and Responding. California: Thousand Oaks. Coombs (2007) offers a comprehensive analysis of the crisis management process through the perspective of communication.

~~Crisis Communication: Coombs, W.T. (2007). Ongoing Crisis ...~~

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