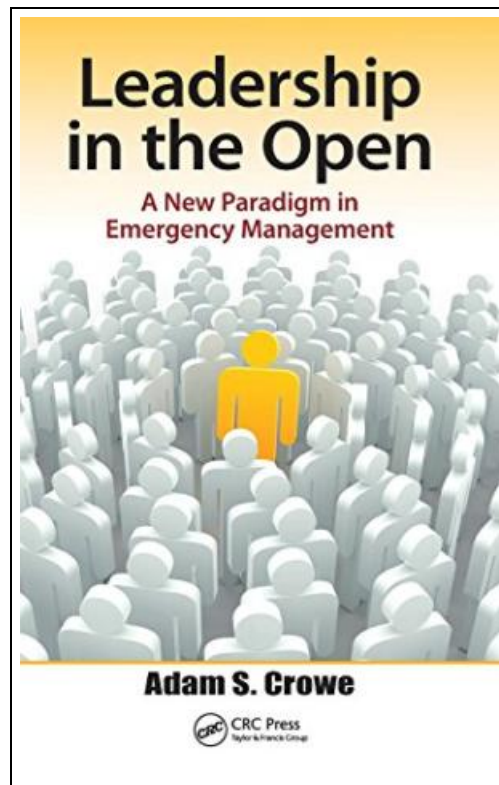


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LEADERSHIP IN THE OPEN: A NEW PARADIGM IN EMERGENCY MANAGEMENT (HARDBACK)



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Taylor Francis Inc, United States, 2013. Hardback. Condition: New. Language: English . Brand New Book. As a relatively young field, emergency management has already undergone considerable evolution and change. And now that Web 2.0 technologies and social media sites such as Facebook and Twitter have become inherently ingrained in all facets of our lives, emergency managers must once again re-evaluate best practices and standardized approaches. Providing a roadmap for twenty-first century emergency management best practices, *Leadership in the Open: A New Paradigm in Emergency Management* examines public expectations relative to the use of communication and Web 2.0 technologies for emergency management activities. It covers current technologies along with the public's demand for transparency and ever-increasing need for instant information and updates. The book is divided into three sections that focus on the fundamentals of social media, the potential effects of its strategic use in disaster management, and the attitude of engagement that is effective for community commitment. Coverage includes efficiency, magnification, humility, creativity, ethics, the tension of changing public expectations, and long-standing best practices within the emergency management community. This book builds on the author's bestseller, *Disasters 2.0: The Application of Social Media Systems for Modern Emergency Management*, by looking at an emergency manager's role not simply by job function, but on what the public demands. Filled with extensive real-world examples, this is an ideal guide for leaders in emergency management, first-response, and business continuity-as well as advanced level students preparing to enter the field.



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