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## True Spin: The Industrial Manager's Guide to Effective, Honest Public Communication (Paperback)

By Ann S Green

ADVANTAGE MEDIA GROUP, 2017. Paperback. Condition: New. Language: English . Brand New Book. RECOGNIZE THE TRUE VALUE OF PUBLIC ENGAGEMENT In early December 1984, a gas leak at a pesticide plant in Bhopal, India, exposed over fifty thousand people in the surrounding area to deadly toxins, resulting in thousands of deaths. From that day forward, the way companies who operate industrial facilities communicate with the public changed forever. Where environmental, health, and safety issues are concerned, open communications are not just ideal--they are required. In True Spin, experienced facilitator and communicator Ann Green shares how your industrial company can save money, improve relations with the communities in which you operate, and recruit the best local talent. Inside, you'll find advice and strategies to: -develop ongoing dialogue with key stakeholders -negotiate to create a gain-gain situation for all parties -work productively with environmental activists -create a PR insurance policy in case of a crisis -build sustainable communities -help your company's bottom line and enhance your own career Embrace the philosophy of True Spin and partner with the public, for the betterment of your company and the community at large.



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### Reviews

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