



Glass Jaw: A Manifesto for Defending Fragile Reputations in an Age of Instant Scandal

Eric Dezenhall

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In an age when scandal can destroy a company's brand or anyone's reputation in an instant-GLASS JAW is an *Art of War* guide to modern crisis management.

In boxing terms, a tough-looking fighter who can't take a punch is said to have a "glass jaw," and so it is these days with targets of controversy. Down the rabbit hole of scandal, the weak are strong and the strong are weak. Just consider this slate of recent reputational body blows: Toyota, Susan G. Komen, Paula Deen, Tiger Woods, Joe Paterno, BP, the Duke Lacrosse players, Lance Armstrong, and Anthony Weiner. GLASS JAW is a manifesto for these times, written by crisis management veteran Eric Dezenhall, who has spent three decades dealing with some of the most intense controversies, both known and . . . handled with discretion.

In the current digital age, the fundamental nature of controversy is viral, rendering once-mighty organizations and individuals powerless against scandal. In GLASS JAW, Dezenhall analyzes scandal and demystifies the paper tiger "spin" industry, offering lessons, corrective measures, and counterintuitive insights, such as:

- How there really is no "getting ahead" of a bad story (and other clichés from the media)
- The perils of navigating the "Fiasco Vortex"
- The art (and transaction) of the public apology
- Why a crisis is not an opportunity
- The Nixon Fallacy: if only he had just said "I screwed up," the whole thing would have gone away (not a chance)
- How you are the enemy: the self-sabotage of selfies, tweets, emailing before thinking, technology creep, the privacy vacuum, and the industrialization of leaking.

From the boardroom to the parenting messaging board, scandals erupt every day. GLASS JAW explains this changing nature of controversy and offers readers counterpunches to best protect themselves.

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Kevin Mabry:

Playing with family within a park, coming to see the marine world or hanging out with good friends is thing that usually you could have done when you have spare time, in that case why you don't try factor that really opposite from that. One particular activity that make you not experience tired but still relaxing, trilling like on roller coaster you have been ride on and with addition associated with. Even you love Glass Jaw: A Manifesto for Defending Fragile Reputations in an Age of Instant Scandal, you can enjoy both. It is good combination right, you still need to miss it? What kind of hang-out type is it? Oh can happen its mind hangout guys. What? Still don't obtain it, oh come on its referred to as reading friends.

Patty Shield:

The book untitled Glass Jaw: A Manifesto for Defending Fragile Reputations in an Age of Instant Scandal contain a lot of information on it. The writer explains the girl idea with easy method. The language is very clear and understandable all the people, so do certainly not worry, you can easy to read the item. The book was compiled by famous author. The author will bring you in the new era of literary works. It is easy to read this book because you can please read on your smart phone, or program, so you can read the book throughout anywhere and anytime. In a situation you wish to purchase the e-book, you can available their official website as well as order it. Have a nice examine.

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