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*Make It, Don't Fake It* Glass Jaw **In the Court of Public Opinion** *In The Court of Public Opinion*

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This book is your essential guide to understanding how public relations during lawsuits should be handled with the same seriousness and care as any other aspect of the case. Whether you're a lawyer at an outside law firm, corporate counsel, a publicist, a business executive or a senior communications professional, you need a system for managing communications during litigation, to ensure that you win this critical battle. Faking it till you make it doesn't work—at least, not long enough to build a sustainable business. This book by a CEO and public relations expert shows how authentic leadership eliminates the need for short-cuts that sabotage success. Self-doubt and the intense pressure of facing the unknown are real problems for entrepreneurs and leaders. But there's a difference between feigning confidence and running a con game; Elizabeth Holmes and Billy McFarland thrived on faking it for a short while, but their businesses were all aspiration, no foundation, and so collapsed disastrously. This book revisits the core of leadership, defines authentic, reality-based business integrity, and shows readers how to attain and maintain it. Through the double lens of running her own PR firm in Silicon Valley and advising hundreds of other executives, award-winning CEO Sabrina Horn shows leaders how to attend to the fundamentals and gain the clarity of thought necessary to make sound business decisions. She delivers real, workable strategies and best practices with firsthand accounts of painful lessons. Horn's fake-free advice will empower leaders to disarm fear and organize risk, manage setbacks, plan for the unexpected, and create a company culture designed for long-term, sustainable growth. 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 cliches 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. A practical guide to winning the public relations war in business In The Court of Public Opinion is a lively and practical guide for anyone involved in high-stakes litigation. Given the increasingly litigious, media-saturated business environment, companies and high-profile individuals need protection—not just in the courthouses, but in the court of public opinion. Using examples from many of the most famous cases in the past several years, In The Court of Public Opinion contains real-life strategies that CEOs, lawyers, and other executives can use when they find themselves in a high-profile lawsuit. James F. Haggerty, one of the nation's leading attorney/PR pros, offers advice on public relations strategies that will help businesses and individuals save their reputations as well as their livelihood. James F. Haggerty (New York, NY) is an attorney and CEO of the PR Consulting Group in New York. He has been working with legal and litigation issues for more than fifteen years and has been involved in many high-profile legal disputes, including the Ronald Perelman/Patricia Duff divorce and the Screen Actors' Guild strike against the advertising industry. His writing on communications issues has appeared in The New York Times, the National Law Journal, and PR Week.

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