

Chapter 1 : Co-creation: Insurance done differently | AXA

List of Figures List of Tables. Abbreviations. Acknowledgments Introduction. 1. Coping with the Threat of Terrorism 2. Crisis Creation: A Methodological Tour.

Ancient origins[edit] An artistic depiction of a preacher promoting the crusades Although the term "public relations" was not yet developed, [1] academics like James E. Grunig and Scott Cutlip identified early forms of public influence and communications management in ancient civilizations. Plato and others said sophists were dishonest and misled the public, while the book "Public Relations as Communication Management" said they were "largely an ethical lot" that "used the principles of persuasive communication. He also commissioned newsletters and poems to support his political position. In England, Lord Chancellors acted as mediators between rulers and subjects. The government also created a publicity bureau called Information and Propaganda and a weekly newspaper originally controlled by the French government, The Gazette. According to Edward Bernays , the US abolitionist movement used "every available device of communication, appeal and action," such as petitions, pamphlets, political lobbying, local societies, and boycotts. The South responded by defending slavery on the basis of economics, religion and the constitution. In some cases propaganda promoting the abolition of slavery was forbidden in The South and abolitionists were killed or jailed. Supporters of the constitution sent letters now called the Federalist Papers to major news outlets, which helped persuade the public to support the constitution. To combat this perception, French aristocrat Marquis de Lafayette , who helped fund the American Revolution , was invited to a tour of the United States. Each community he visited created a committee to welcome him and promote his visit. To raise the money, the companies needed to maintain "an image attractive to potential bond buyers, [and maintain relationships] with members of Congress, the California state legislature, and federal regulators; with workers and potential workers; and with journalists. The German steel and armaments company Krupp created the first corporate press department in to write articles, brochures and other communications advertising the firm. In , Lee published a Declaration of Principles, which said that PR work should be done in the open, should be accurate and cover topics of public interest. At the time, secrecy about corporate operations was common practice. It was necessary for Junior to overcome his shyness, go personally to Colorado to meet with the miners and their families, inspect the conditions of the homes and the factories, attend social events, and especially to listen closely to the grievances. This was novel advice, and attracted widespread media attention, which opened the way to resolve the conflict, and present a more humanized versions of the Rockefellers. Bernays persuaded fashion designers, charity events, interior designers and others to popularize the color green. He suggested that the selection of which facts are disseminated by PR campaigns could be used to persuade the public. Edward Clarke and Bessie Tyler were influential in growing the Ku Klux Klan to four million members over three years using publicity techniques in the early s. It folded in due to government cuts. This led companies to recruit their own publicists to defend themselves. NAM tried mostly unsuccessfully to convince the public that the interests of the public were aligned with corporate interests and to create an association between commerce and democratic principles. It also led to the development of the slogan "A diamond is forever" in and was influential in how diamonds were marketed thereafter.

Chapter 2 : Crisis Management and Business Continuity

Author Merolla, Jennifer Lee, Title Democracy at risk [electronic resource]: how terrorist threats affect the public / Jennifer L. Merolla and Elizabeth J. Zechmeister.

Koranen og profeten Muhammeds liv. The author refused, and nobody has ever been able to confirm whether the incident is properly described. Flemming Rose , culture editor, was interested in the idea and wrote to the 42 members of the union asking them to draw their interpretations of Muhammad. In the end, editor-in-chief Carsten Juste decided that given its inconclusive results, the story was better suited as an opinion piece rather than a news story, and it was decided to publish it in the culture section, entirely under the direction of editor Flemming Rose. Among the incidents he cited were: Rose also mentioned the case of a Danish imam who had met with Prime Minister Anders Fogh Rasmussen and "called on the prime minister to interfere with the press in order to get more positive coverage of Islam. Modern, secular society is rejected by some Muslims. They demand a special position, insisting on special consideration of their own religious feelings. It is incompatible with contemporary democracy and freedom of speech, where one must be ready to put up with insults, mockery and ridicule. It is certainly not always attractive and nice to look at, and it does not mean that religious feelings should be made fun of at any price, but that is of minor importance in the present context. That is why Morgenavisen Jyllands-Posten has invited members of the Danish editorial cartoonists union to draw Muhammad as they see him. And by treating Muslims in Denmark as equals they made a point: We are integrating you into the Danish tradition of satire because you are part of our society, not strangers. The cartoons are including, rather than excluding, Muslims. Twenty-three said they would be willing to draw Muhammad. One had doubts, one would not be willing because of fear of possible reprisals, and six artists would not be willing because they respected the Muslim ban on depicting Muhammad. Descriptions of the Jyllands-Posten Muhammad cartoons The 12 cartoons were drawn by 12 professional cartoonists in Denmark. Four of the cartoons have Danish texts, one deliberately evades the issue and depicts a school child in Denmark named Muhammad rather than the Islamic prophet , one is based on a Danish cultural expression, and one includes a Danish politician. According to Jytte Klausen , "most people groaned that the newspaper was at it again, bashing Muslims. The instinct was to split the blame. Raed Hlayhel called a meeting to discuss their strategy, which took place in Copenhagen a few days after the cartoons appeared. The meeting established 19 "action points" to try to influence public opinion about the cartoons. The group planned a variety of political activities, including launching a legal complaint against the newspaper, writing letters to media outlets inside and outside Denmark, contacting politicians and diplomatic representatives, organising a protest in Copenhagen, and mobilising Danish Muslims through text messages and mosques. They wanted to discuss what they perceived as an "on-going smearing campaign in Danish public circles and media against Islam and Muslims". However, Danish legislation prohibits acts or expressions of blasphemous or discriminatory nature. The offended party may bring such acts or expressions to court, and it is for the courts to decide in individual cases. Rasmussen did none of those. Only one case, a case involving an anti-Semitic group, has ever resulted in a sentence. The most recent case was in when a programme director of Danmarks Radio was accused in a case involving a song about the Christian god, [35] but was found not guilty. He stated that in assessing what constitutes an offence, the right to freedom of speech must be taken into consideration, and said that freedom of speech must be exercised with the necessary respect for other human rights, including the right to protection against discrimination, insult and degradation. Original caption included in the dossier: They created a page dossier commonly known as the Akkari-Laban dossier , after two leading imams Arabic: The imams also claimed to speak on behalf of 28 organisations, many of which later denied any connection to them. The OIC issued a condemnation of the cartoons: It said, Serious misunderstandings in respect of some drawings of the Prophet Mohammed have led to much anger Please allow me to correct these misunderstandings. In our opinion, the 12 drawings were sober. They were not intended to be offensive, nor were they at variance with Danish law, but they have indisputably offended many Muslims for which we apologise. Between October and early January , examples of the cartoons were reprinted in major European

newspapers from the Netherlands, Germany, Scandinavia, Romania, and Switzerland. After the beginning of major international protests, they were re-published around the globe, but primarily in continental Europe. The cartoons were not reprinted in any major newspapers in Canada, [89] the United Kingdom, [90] or many in the United States [91] where articles covered the story without including them. In some countries, including South Africa, [93] publication of the cartoons was banned by government or court orders. He also denounced calls for a boycott of Danish goods. Together Facing the New Totalitarianism which was published in a number of newspapers. It said that the violence sparked by the publication of cartoons satirising Muhammad "shows the need to fight for secular values and freedom. Timeline of the Jyllands-Posten Muhammad cartoons controversy Numerous violent plots related to the cartoons have been discovered in the years since the main protests in early These have primarily targeted editor Flemming Rose, [96] cartoonist Kurt Westergaard, the property or employees of Jyllands-Posten and other newspapers that printed the cartoons, [97] [98] and representatives of the Danish state. He was worried that what he believed to be Islamists were seen to speak for all Muslims in Denmark. He said that there is still a sharp division within the Danish Muslim community between Islamists and moderates, and that Denmark had become a target for Islamists. He said that some good came from the crisis because "the cartoon crisis made clear that Muslims are not united and that there is a real difference between the Islamists and people like myself. It was totally wrong. At that time, I was so fascinated with this logical force in the Islamic mindset that I could not see the greater picture. I was convinced it was a fight for my faith, Islam. Westergaard responded by saying "I met a man who has converted from being an Islamist to become a humanist who understands the values of our society. To me, he is really sincere, convincing and strong in his views. We have not changed our position. Charlie Hebdo shooting The French satirical weekly newspaper Charlie Hebdo was taken to court for publishing the cartoons; it was acquitted of charges that it incited hatred. On 2 November , Charlie Hebdo was firebombed right before its 3 November issue was due; the issue was called Charia Hebdo and satirically featured Muhammad as guest-editor. Background, opinions and issues[edit].

Chapter 3 : Free Downloadable Template: A Plan for Crisis Management

crisis, which is from our point of view partly a by-product of the development of the theories of modern finance that sought to provide a 'scientific foundation' for the action and behaviour of economic agents.

Chapter 4 : Jyllands-Posten Muhammad cartoons controversy - Wikipedia

Abstract. Uniformitarian geology has opposed biblical history for over two centuries. Most creationist critiques focus on contrary empirical evidence, but this series pursues a logical and axiomatic critique of the "four-definition" formulation of uniformitarianism.

Chapter 5 : KNEW Vision Tour - Evolution of Medicine

â€¢ Methodological individualism (MI) - is the basis of neoclassical viewpoint which means interpreting all social processes by reducing them to "sovereign" actions due to particular individual's views - actions that.

Chapter 6 : History of public relations - Wikipedia

crisis management emerged by solving the crisis caused by poisoning with Tylenol drug made by Johnson & Johnson Company, which was a turning point in and set the standard in this area.

Chapter 7 : The Crisis of the Middle-Class Constitution by Ganesh Sitaraman | racedaydvl.com

economics, the crisis seems to have This methodological quarrel is at the same time also a cognition through to the

creation of.