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**Tom Gable of Gable PR Contributes to *Crisis Communication*,  
New International Book Outlining Practical PR Strategies  
for Reputation Management, Company Survival**

SAN DIEGO – Tom Gable, CEO of Gable PR, award-winning public relations professional, author and lecturer, is featured as a contributing writer in the upcoming book *Crisis Communication: Practical strategies for reputation management and company survival*. Published by Kogan Page, the book is scheduled for release on Nov. 13.

The cost of crises for businesses has risen exponentially in recent years as a result of globalization, increased transparency and the rapidity of online communication, *Crisis Communication* authoritatively states that planning is essential for surviving a crisis, and offers key strategies and practical advice on how to limit damage by acting quickly and positively.

The book takes an international view of the subject, with 21 authors – each a senior crisis communication consultant – from America, Europe and the Middle East. All are members of IPREX, a worldwide network of global and international public relations agencies. Each chapter examines one aspect of crisis communication covering a broad array of crises types and organizational responses, including:

**Type:** Fraud, environmental, legal, natural disaster, corporate change, product recalls  
**Response:** Branding and strategy, risk management, planning, dealing with the media, working with lawyers

Gable contributed the chapter entitled “Image As Part of Corporate Strategy: Building Reputation For Long-term Benefit,” based on his more than 30 years of experience in public relations and journalism. He has managed crisis and issues management programs involving land use, hazardous waste, toxic waste, IRS investigations, hostile takeovers, environmental and energy projects, religious scandals, air and rail transportation and highway development. Gable has helped companies across multiple disciplines create brand identity and build strong reputations – essential strategies to not only help a company’s bottom line, but also prepare it to handle and recover from a crisis with minimal impact.

*Crisis Communication* also offers practical guidance, with “how to” advice throughout and a separate section devoted to templates covering everything from strategic planning tools and flow-charts to checklists, sample copy and documents.

For additional information on *Crisis Communication* or to purchase the book, please visit [www.koganpageusa.com](http://www.koganpageusa.com).

Earlier this year, Gable contributed to *Managing a Public Relations Crisis*, published by Aspatore Books and featuring experts from some of the nation's leading crisis PR firms. Gable contributed the chapter on “Fact-Based PR, Not Spin: The Key to Success in a Crisis.” Gable also contributed a “Crisis and Risk Communications Check List” to the book, an outline any organization can follow in preparing its plans.

#### ***About Tom Gable***

Tom Gable is CEO of Gable PR, San Diego, which represents a range of clients from startups to Fortune 100 companies. Tom writes and speaks frequently on trends in public relations, crisis communications and reputation management. He is completing the fifth edition of his *PR Client Service Manual*, sold through PRSA. He has received four Silver Anvils. He has been a leader in advancing the profession, as president of IPREX for two years and chairman of the Counselors Academy. Prior to entering PR in 1976, he was business editor of the *San Diego Tribune*, wrote for *The Wall Street Journal* and other business publications. He was a Pulitzer Prize nominee and holds many awards for writing and public relations.

#### ***About Gable PR***

Gable PR, based in San Diego, delivers highly effective public relations programs for clients in a broad range of industries, private and public companies, organizations, institutions and government agencies at every stage in their life cycles, from start-up to a Fortune 100 company. The firm has received more than 100 awards for excellence, including the highest honors in the PR profession, while helping clients of all sizes and needs succeed. For more information: [www.gablepr.com](http://www.gablepr.com).

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#### **Contact:**

Gable PR  
Tom Gable  
[tom@gablepr.com](mailto:tom@gablepr.com)  
Phone: 619-284-1714