



Where's My Umbrella? A Crash Course in Crisis Management

Len Biegel

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Never Say Never is the only book to offer a practical plan to make American business 100-percent crisis-ready. Does your business need a crash course in risk management? Research shows an estimated one-quarter to one-third of all American businesses still have no crisis plan, six years after September 11 provided a corporate wakeup call.

Len Biegel, an international crisis management expert, draws from his own experience with the famous Tylenol product-tampering case and similar high-profile corporate nightmares, laying bare some of the best and worst cases of crisis response, and offering some hard lessons learned. He examines the reasons why individuals and companies resist preparing for crisis, and knocks down every excuse. Biegel, President of The Biegel Group, has counseled many Fortune 500 corporations and trade groups on crisis planning and has played an active role in creating their strategic plans. His client list has included American Airlines, General Electric, Royal Caribbean Cruises, Hershey Foods, Tyco International and others. Biegel contends we need to make crisis readiness a corporate governance issue, and he provides a clear plan for reaching that goal.

Len Biegel, President of The Biegel Group, is a widely recognized expert in crisis communications, training and management. He played a key role in the Tylenol product-tampering cases and, subsequently, other crises ranging from environment to product safety. He created the most extensive emergency preparedness program in the cruise vacation industry and has authored numerous post-9/11 white papers for The Business Roundtable. He was formerly Executive Vice President and head of Weber Shandwick's Global Crisis Management Practice, encompassing senior experts in principal offices worldwide. He personally was involved in assignments connected with Homeland Security and speaks frequently before industry groups on the lessons learned from 9/11.

A former Emmy award-winning television broadcaster, Len served in senior media and crisis management positions at Rowan & Blewitt and Burson-Marsteller. He also has served as a consultant to the White House Conference on Small Business, the North Atlantic Treaty Organization, AT&T, IBM and Israel Broadcasting Authority. He is based in Washington, DC, and is a member of the editorial board of McGraw-Hill's Homeland Security magazine.

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