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During this event, bloggers and journalists alike captured this crisis in articles and case studies, offering step-by-step timelines (Jacques, 2009; Peeples & Vaughn, 2010) and criticisms of Domino's responses (Beaubien, 2009; Esterline, 2009; Gregory, 2009; Vogt, 2009; Weiss, 2009; York, 2009). What follows in this case study is an analysis of Domino's crisis communication strategies, using a blend of best practices for crisis management from the principles of public relations ...

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Case Study: Coca-Cola PR Crisis Management

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