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this point the first 3
issues can't be delayed
without risking
potential losses for the
company. Gilcrist

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should try to solve them as soon as possible, while performing other tasks with the same priority from her own agenda, such as attending Gunerson's funeral or meeting Stewart Marschal in Miami.

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method of analysis
involves studying
actual business
situations — written as
an in-depth
presentation of a
company, its market,
and its strategic
decisions — in order to

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improve a manager's
or a student's problem-
solving ability. Cases
typically investigate a
contemporary issue in
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COMMUNICATION CASE
STUDY A well-known
media conglomerate
recently had a serious
incident when one of
their customer service

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representatives
changed a customer's
name from "John
Smith" to "A!@hole
Smith" (not the
customer's actual
name) after a heated
phone call. This
incident went

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Communication in
Disasters This course

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pertains to crisis and disaster. ... SIGN IN;

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communication will be
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Oliveira (2007), where

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it is said that decision-making process is specifically a reaction to ...

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In small groups, examine each “case” and determine the following: Define the rhetorical situation: Who is communicating to whom about what, how, and why? What

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was the goal of the...
Identify the
communication error
(poor task or audience
analysis? Use of
inappropriate language
or style? Poor... ...

1.4 Case Study: The Cost of Poor Communication - Technical ...

The case of the
selected organization
in this report reflects
profoundly on the
communication

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challenges such as ineffective use of social media for improved support for teams in the organization to develop knowledge bases, sharing information and ideas as well as supporting the management of tasks.

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study analysis can seem incredibly overwhelming, especially if you have never done it before.

**Case Study Analysis
Example + How-to
Guide and 31
Writing Tips**

What follows in this case study is an analysis of Domino's crisis communication strategies, using a blend of best practices for crisis management

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from the principles of public relations management crafted by Arthur W. Page and from an academic perspective as the framework for analysis. From a communication perspective, according to Jaques (2008), case studies “are generally a narrative of events which are critically examined in relation to recognized public relations theories and models ...

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