

## Crisis Management in the Food and Drinks Industry

The recent incidents on both sides of the Atlantic make this new edition essential reading. *Dancing with the Devil: Crisis Management in the Food and Drinks Industry* is designed as a guide for managers within the food and drinks industry to help them through the processes necessary to adequately prepare the company to respond to a serious incident or consumer complaint. The original manual on crisis management within the food industry has been used as the basis for this revised edition. The revised edition also includes discussion on product recalls, including dealing with the media and other groups (e.g. Department of Health and police), as well as protecting the business against criminal activity and the development and training of a Crisis Management Team.

This practical work, consisting of over 250 pages, covers a range of issues in order to help prepare company managers to respond to crises or serious threats. The work contains a number of practical exercises, and the information is presented in an easily readable format, allowing purchasers to identify opportunities to improve crisis management and therefore benefit their businesses.

### Key features

- Provides valuable information for managers on how best to deal with crises with the food industry, including dealing with the media, as well as detailing how the emergency services operate when responding to a crisis
- Explains how to conduct a threat assessment, as well as carry out a detailed security audit to negate threats
- Contains a discussion on methodology for business continuity planning, as well as a possible structure for a business continuity plan
- Includes discussion on the prevention of fraud and internal theft, as well as computer and IT security-related issues

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Concepts of crisis management and business continuity within the food industry

Undertaking a threat assessment

Undertaking a security audit

Crisis Management Teams

Managing the crisis

Coping with the media (press, radio and television)

Facing the victims

Managing the recovery

Police response to malicious contamination

Working with the police during a malicious contamination crisis

Dealing with security incidents

Executive protection and kidnap and extortion

Prevention and investigation of fraud

Computer and information security

Arson prevention