



Uncertainty and Catastrophe Management: The 2011 Great East Japan Earthquake and Beyond (Risk and Crisis Management)

Akira Ishikawa

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Natural disasters, instability in the finance and banking sector, widespread social protests, and other crisis situations have increasingly become the focus of public attention. With the growing visibility of such events, accelerated by the rise and proliferation of social media, the study of risk and crisis management in the Internet age is of vital importance. *Uncertainty and Catastrophe Management* is a clear and comprehensive guide to a variety of crises, and seeks to offer practical advice on how best to avoid them, minimize loss and damage once they have occurred, and how best to recover from these situations. The book examines 104 cases that run the gamut from natural disasters such as the 2011 T hoku earthquake and tsunami, to social movements like the Ukrainian protests in 2013, from the Syrian Electronic Army's cyber-attacks, to the reputational damage to firms in the wake of a corporate scandal. This book is a revised and expanded edition of Akira Ishikawa and Atsushi Tsujimoto's book, *Risk and Crisis Management: 101 Cases*, and explores a number of recent events. It draws on the expertise of the contributors to the volume to create a well-rounded book that will benefit professionals, academics, and the general public alike. In particular, safety professionals, public management professionals, CEOs, CIOs, students and researchers will appreciate its pragmatic approach to dealing with and recovering from crises in the interest of long-term survival and sustainability.

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