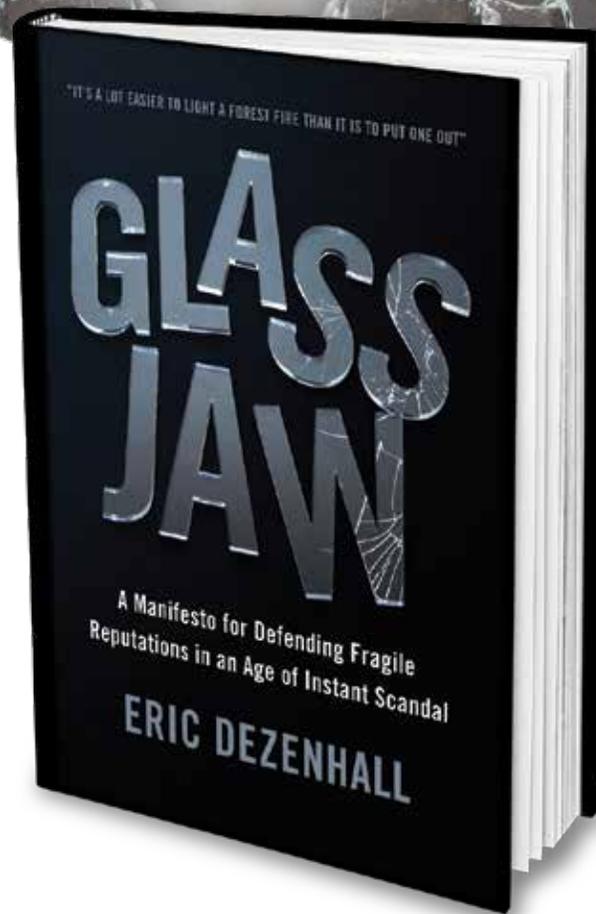


GLASS JAW, written by crisis management veteran Eric Dezenhall, is a manifesto for an age when scandal can destroy a company's brand or anyone's reputation in an instant.

GLASS JAW is an *Art of War* guide to modern crisis management. In boxing terms, a tough-looking fighter who can't take a punch is said to have a "glass jaw," and so it is these days with targets of controversy. Down the rabbit hole of scandal, the weak are strong and the strong are weak. Just consider this slate of recent reputational body blows: Toyota, Susan G. Komen, Paula Deen, Tiger Woods, Joe Paterno, BP, the Duke Lacrosse players, Lance Armstrong, and Anthony Weiner. **GLASS JAW** is a manifesto for these times, written by crisis management veteran Eric Dezenhall, who has spent three decades dealing with some of the most intense controversies, both known and...handled with discretion.

In the current digital age, the fundamental nature of controversy is viral, rendering once-mighty organizations and individuals powerless against scandal. In **GLASS JAW**, Dezenhall analyzes scandal and demystifies the paper tiger "spin" industry, offering lessons, corrective measures, and counterintuitive insights, such as:



- ◆ How there really is no "getting ahead" of a bad story (and other clichés from the media)
- ◆ The perils of navigating the "Fiasco Vortex"
- ◆ The art (and transaction) of the public apology
- ◆ Why a crisis is not an opportunity
- ◆ The Nixon Fallacy: if only he had just said "I screwed up," the whole thing would have gone away (not a chance)
- ◆ How you are the enemy: the self-sabotage of selfies, tweets, emailing before thinking, technology creep, the privacy vacuum, and the industrialization of leaking.

*From the boardroom to the parenting messaging board, scandals erupt every day. **GLASS JAW** explains this changing nature of controversy and offers readers counterpunches to best protect themselves.*

GLASS JAW

*Praise For **GLASS JAW**,
By **Eric Dezenhall***

*“With **GLASS JAW**, Eric Dezenhall once again offers fascinating and timely insights into the gladiatorial arena of modern crisis management. Like an Amazing Randi of communications, he debunks anyone claiming to perform PR magic as a fraud. Instead, he offers realistic strategies tempered by hard truths. We’ve been studying human behavior and how good and bad people react under great stress for quite some time, but we always learn something valuable from Eric.”*

Former FBI Special Agent John Douglas and Mark Olshaker

Bestselling authors of *Mindhunter*, *The Anatomy of Motive*, and *Law & Disorder*

*“From Silicon Valley to the factories of the ‘old’ economy, marketplace power has never been more precarious. Eric Dezenhall’s **GLASS JAW** is to damage control what Taleb’s **BLACK SWAN** is to economics — a jeremiad on how the seemingly powerful are increasingly at the mercy of the seemingly powerless. This book is the field guide anyone in a position of responsibility will want in the foxhole with them when their reputation is on the line.”*

Deborah Perry Piscione,

New York Times bestselling author of *Secrets of Silicon Valley: What Everyone Else Can Learn from the Innovation Capital of the World*

*“Today, one product defect, one offensive remark — combined with the power of instantaneous world-wide social networking — can bring down the mightiest giant. **GLASS JAW** analyzes how scandals spiral out of control and details the hard work required to regain a lost reputation. Dezenhall’s cautionary tales are fascinating — and should serve as a stern warning to anyone with a reputation to lose.”*

Daniel H. Pink

Author of *TO SELL IS HUMAN* and *DRIVE*

GLASS JAW

*Eric Dezenhall has
Been Featured in the
Following Media*



San Francisco Chronicle



msnbc

GSPAN **BBC** **Forbes**



**Bloomberg
Businessweek**



FOX



Eric Dezenhall has written for:

The Washington Post **Los Angeles Times**

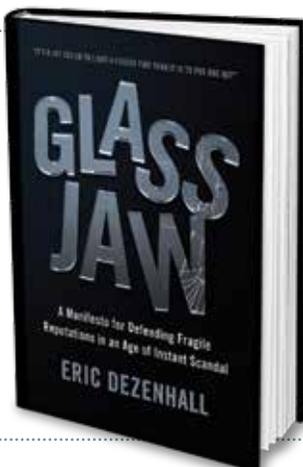
THE NEW REPUBLIC **THE WALL STREET JOURNAL.**

The New York Times **NEWYORKPOST**



About Eric Dezenhall

In addition to heading Dezenhall Resources, Ltd., Eric is on the faculty of Georgetown University's McDonough School of Business where he teaches a course on crisis management and marketplace defense to MBA students. Eric has taught at the American Bar Association's Continuing Legal Education programs on subjects including securities fraud litigation and managing high-profile trials. He has also lectured at graduate and undergraduate programs at institutions including Georgetown, New York University, Dartmouth and the University of Maryland in addition to the United States Army and Federal Bureau of Investigation. He can be reached in the Washington, DC office.



Eric Dezenhall frequently speaks on countermeasures for reputational attacks, corporate and political scandals, marketplace defense, and the role of technology and social media in crisis management.

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