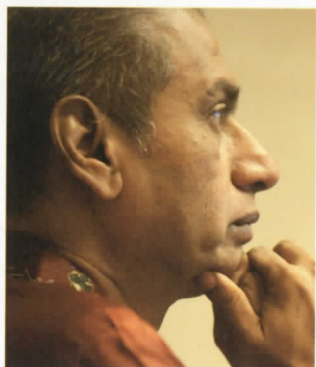


David Kirkham, TD, BA, MSc, PhD is acknowledged as an authority on managing under uncertainty. He has worked in 38 countries in most industrial and commercial sectors and advises governments on risk and crisis. He has taught at Liverpool, Ulster and Sheffield Universities, for Laureate Education, the Fire Service College and for professional institutes.

His global portfolio includes managing adverse events, communication strategies, strategic decision making and scenario planning. He has prepared executives to face the media in the UK, Russia, China, Malaysia, Australia, Japan, Latin America, Indonesia, Singapore, Sri Lanka and the Gulf States. He has developed crisis communications teams for

multi-national corporations and practised them in simulated crisis scenarios. Several teams have successfully faced a real crisis. He undertakes academic research into social media use in a crisis and continues to lecture at universities. david.kirkham@calistroconsultants.com



Graduating in communications from the University of Tennessee, Knoxville **Krishnamoorthy Muthaly**, BSc (Hons) was a journalist for 25 years at *The Star and New Straits Times*. As an investigative reporter, he went undercover as a beggar, blind man, MP and security guard, generating many front page splashes. He currently freelances for CNN, BBC, Al Jazeera, French, German & Australian TV networks.

The You in Journalism, his fourth book, is used as a university textbook. He won Journalist of the Year (1987) and Consumer Journalist of the Year (1998). Krishna has lectured on media relations and crisis communications in Malaysia, Singapore, the Philippines and the US, as well as at international conferences. He trains government officials

and ambassadors and has taught at Monash, HELP, Murdoch and UTAR universities and lectures at media workshops for banks, government agencies, the armed forces, the police and the energy industries. As a president of the International Students Club in the university he invited and chaired a meeting with President Carter and student leaders at the 1982 World's Fair in Knoxville. krishnamuthaly@gmail.com

"Practical, quick, positive and effective responses to crisis,"

Associate Prof. Dr Sivamurugan Pandian, Political Sociologist, Science University of Malaysia.

"Informs, inspires and gives insight into PR response to crisis,"

Dato' Seri Azman Ujang, former Editor-in-Chief of Bernama, Malaysia's national news agency.

"Gives tips on how to manage crisis for CEOs, Heads of Departments, PR professionals,"

Datuk Dr Marimuthu Nadason, President, Federation of Malaysian Consumers Association

"Passion drives excellence. Krishna and David inspire us with their passion, experience and knowledge in managing crisis," R. Srikanth, CEO Moving Walls.

MYR 45.00

GBP 8.99

AUD 14.00

USD 15.00

ISBN 978-967-12950-0-7



9 789671 295007