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FOR IMMEDIATE RELEASE:

Crisis management primer offers advice on dealing with your business monsters

CLEONA, PA – October 31, 2012 – *Who is responsible for What when Bad Things happen?* That is the central question posed by authors Jeffrey Peyton and Laura Stocker in their new book ***Dealing With The Monster Under The Bed: A Crisis Communications Primer***.

Crisis communications and management has, for the most part, been out of reach for most small business owners and managers. “Sure, if you’re a Fortune 500 or a major industry, you’ve got your playbook locked in the safe, a media team on standby, an earnest young company spokesperson ready to talk to the press,” explained Peyton. “If you’re in that elite group, you’ve got a dark website, a private Facebook group and a Twitter account with employees, vendors, key customers and media.”

“But,” added Stocker, “what if you’re the Pop in a Mom & Pop operation? What if the person most likely to face a crisis is the 17-year-old weekend stock boy? There is no corporate back-up, no PR firm on speed-dial. Just you (and, well, the stock kid).”

Dealing With The Monster Under The Bed is a step-by-step guide to help small business owners and managers prepare for and successfully manage any crisis. Unlike other books on the subject, Peyton and Stocker offer a practical approach to crisis management that understands the small-business perspective.

This second entry in Peyton’s and Stocker’s popular “primer” series, ***Dealing With The Monster Under The Bed*** shares important lessons on how to prepare for – and ultimately deal with – every crisis a business might face. In ***Dealing With The Monster Under The Bed*** Peyton and Stocker offer small business owners a practical approach to crisis management. With their trademark mixture of real-world pragmatism, humor, and personal experience, Peyton and Stocker make even crisis communications management fun. Packed with solid advice and real-world examples, ***Dealing With The Monster Under The Bed*** is a must-read addition to every business leader’s library.

Dealing With The Monster Under The Bed: A Crisis Communications Primer is available Oct. 31st in paperback (88 pages) as well as Kindle, Nook and iBook formats. It retails for \$11.99 (digital or print). Visit DealingWithMonsters.com for more information about crisis communications management as well as ordering information for the book.