

Zoran TOMIĆ – Josip SAPUNAR

CRISIS COMMUNICATION

Summary

Great attention is given to the contemporary management and it has a strategic place in the life of organizations. In this paper the authors define crisis and crisis communication, publicity that is involved in the crisis, analyze types and causes of crises and deal with a process of crisis communication. In the paper the crisis communication is treated as an information and as a strategy.

Key words: *crisis, crisis communication, public relations, management, publicity, crisis plan.*