



# **25 Years of Crises in Review: The Good, The Bad and The Truly Ugly**

*Caroline Sapriel, Dirk Lenaerts*

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**25 Years of Crises in Review: The Good, The Bad and The Truly Ugly** Caroline Sapriel, Dirk Lenaerts  
25 Years of Crises in Review – The Good, The Bad and The Truly Ugly chronicles major crisis cases in the last 25 years, one from each year. Caroline Sapriel and Dirk Lenaerts, partners of CS&A International, draw key lessons from the cases, which are curated to cover a wide range of industry sectors, span various countries and reflect different crisis typology. This book commemorates CS&A International's 25th anniversary, and the world now is more complex than it was in 1991. But the same fundamental crisis communication principles apply. Sapriel and Lenaerts will take readers through the years and glean pearls of wisdom from each case such as: When offence is the best defence; Don't blame one of your own; Denial never pays.

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