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## GIL MEYER | REVIEW COMMENTS

“Based on my 30 plus years of examining management books and selecting some for graduate-level courses, I think *Corporate Smokejumper* is EXCELLENT! It’s a great format—fluent and easy to comprehend...hits all the major points. The case studies are extremely helpful for systems thinking and team problem solving.”

— M. Raymond Alvarez, DHA, FACHE, MPA

“I enjoyed it from cover to cover. As a seasoned issues management practitioner working with a wide range of industries, I recommend *Corporate Smokejumper* to senior executives who wonder if their companies are fully prepared for a major crisis. The book outlines a real-world approach to crisis management. The techniques have been tested and shown to be effective in today’s fast-paced complex business environment.”

— Kelly Henry, Owner, H&G Public Affairs, LLC

In a word, wonderful. If I could only have one reference source for effective crisis management, Gil Meyer’s *Corporate Smokejumper* would be it. Meyer has compiled a wealth of experience and knowledge into a book that should be at the ready for a great many people. Wonderful real-life examples. A very readable format.

— Paul Dice, Executive Director, Millville, NJ Housing Authority

“As a veteran practitioner from the front-lines of crisis management who developed and ran his own business in this arena for 25 years, I can confirm that *Corporate Smokejumper* offers guidance that is enormously valuable to both the new professional in the field and the seasoned expert. The recommendations are vital for building and implementing an effective crisis management program.”

— Ray Germann

“Gil was one of my first masters in the art of issues and crisis management. This book is an excellent way to learn firsthand the practical aspects of the art directly from one of the top global experts.”

— Dr. Kiko Suarez

“I was fortunate to be in the field receiving support and guidance from Gil during my tenure as an Emergency Response leader for DuPont. Without the robust Crisis Management Program that Gil oversaw, success was not possible. His tools and techniques work. They are truly field-tested—I can attest. My experience shows that the program worked every time and in some very difficult situations. This program is a MUST HAVE.”

— Tom Keefer, Specialized Professional Services, Inc.

*Corporate Smokejumper* by Gil Meyer, is a must-read for anyone responsible for public affairs, whether in the private, public or non-profit sector. It also is strongly recommended reading for CEOs and other senior managers. Mr. Meyer has written THE textbook on crisis preparedness, planning and management. Based on his frontline experience in navigating crises around the globe for multinational giant DuPont, he provides step-by-step guidelines for preparing for, responding to, and managing your way through a crisis. It is clear, concise and to-the-point with real-world scenarios seasoned with a dash of humor. When a crisis strikes, this is the book you need to have at your fingertips.

— Kevin Brown, Communications Executive