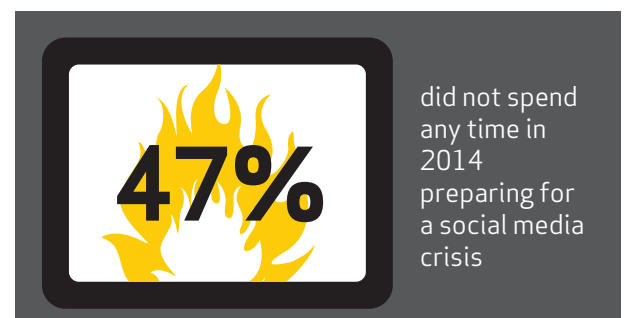
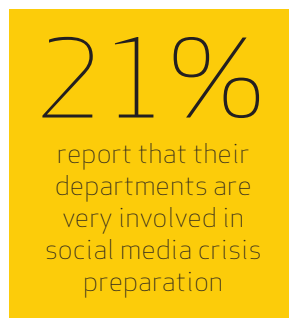
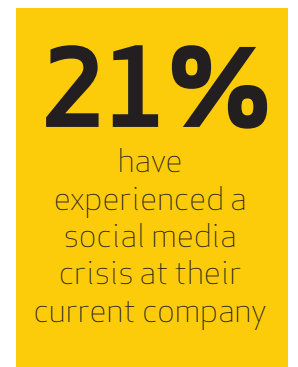
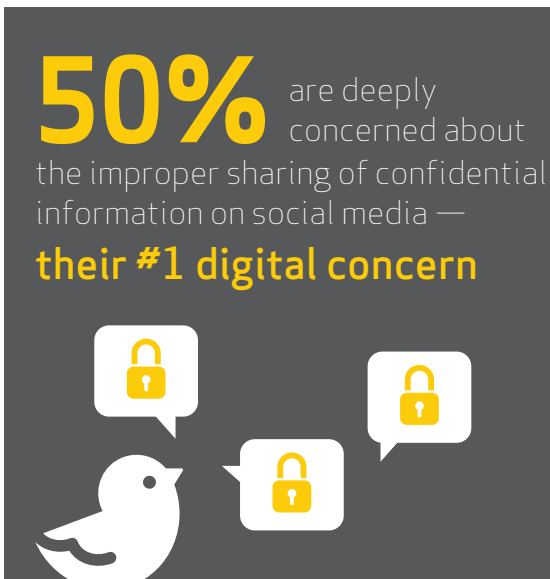
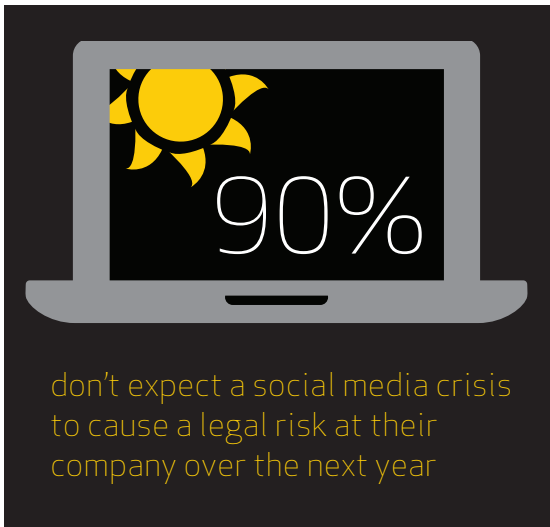


Social Media's Role in Crisis Management: A Call for Greater Legal Vigilance

Weber Shandwick partnered with KRC Research to explore the perspectives of in-house legal counsel regarding preparing for and responding to social media crises. We conducted a telephone survey of 100 senior and mid-level practicing lawyers (50 in the US and 50 in the UK) who work as in-house counsel for Fortune Global 1000 companies and who advise on matters related to risk, reputation management or brand protection.

Among in-house counsel...



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