

# **Fixing the barn door before the horse bolts: effects of pre-crisis engagement and stealing thunder in crisis communication**

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Public relations review

2021; 47(1):e101930

## **ARTICLE IDENTIFIERS**

DOI: 10.1016/j.pubrev.2020.101930

PMID: unavailable

PMCID: not available

## **JOURNAL IDENTIFIERS**

LCCN: not available

pISSN: 0363-8111

eISSN: not available

OCLC ID: not available

CONS ID: not available

US National Library of Medicine ID: not available

This article was identified from a query of the SafetyLit database.