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June 8th 2018: Melissa Agnes - Building an Invincible Brand

Rick will interview Melissa Agnes, President of Agnes + Day, Inc. Melissa is a Crisis Management Expert and will help you understand how to build an invincible brand. All businesses face difficult situations. It's the way you choose to respond to them that sets you apart. When your company is "crisis ready", your entire team—whether you're a team of 1, 10, 100, or 10,000—knows how to respond to any type of negative situation, be it an issue or a crisis, in a way that increases stakeholder trust and goodwill in your organization, making it invincible to any type of difficult situation that ma

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Featured Guest



Melissa Agnes

Author of Crisis Ready: Building an Invincible Brand in an Uncertain World, Melissa Agnes is a leading authority on crisis preparedness, reputation management, and brand protection.

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