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What Did Jesus Drive?: Crisis PR in Cars, Computers and Christianity (Paperback)

By Jason H Vines

Createspace, United States, 2014. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****.What Did Jesus Drive, Is mostly about crises in the car industry, but then it s so much bigger! It s about being on the front-line of one crisis after another, offering incredible insight in what to do and not do when the you know what hits the fan. It s not theory; it s real. Vines brutal frankness and lessons learned in the book are both shocking and refreshing, and often times hilarious. Vines points out, if vaunted enterprises like Toyota and BP can get caught off guard, any organization can. What Did Jesus Drive? is a breathtaking wake-up call and a wild ride. Buckle up. This book is the first tell-all of its kind! Jason s story telling is his honest account of time well spent in a career documenting numerous pivotal events we all want to hear about. Lee Iacocca Get me Jason Vines! How I wish as the candidates I worked for screamed, screwed, or gaffed their way into crisis, I had called on Jason Vines. This is more than a corporate PR book...



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