



Business Continuity Strategies: Protecting Against Unplanned Disasters

Kenneth N. Myers

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Cost-efficient business contingency and continuity planning for a post-9/11 and Katrina world

Disasters can happen. Contingency plans are necessary. But how detailed and expensive do your contingency and continuity plans really need to be?

Employing a thoroughly practical approach, *Business Continuity Strategies: Protecting Against Unplanned Disasters*, Third Edition provides a proven methodology for implementing a realistic and cost-efficient business contingency program. Kenneth Myers--an internationally recognized contingency planning specialist--shows corporate leaders how to prepare a logical "what if" plan that would enable an organization to retain market share, service customers, and maintain cash flow if a disaster occurs.

Completely updated throughout to reflect lessons learned from 9/11 and hurricanes Katrina and Wilma, *Business Continuity Strategies*, Third Edition helps cost-conscious senior management:

- * Establish a corporate contingency program policy and strategy that ensures timely completion of a plan, with minimal disruption to operations
- * Minimize plan development costs
- * Understand the importance of conducting briefings to communicate the proper mindset before the program development process begins
- * Save time and money by avoiding a consultant's traditional approach of extensive information-gathering that contributes little to the development of practical solutions, but much in the way of consultant fees

Addressing countless hypothetical disaster scenarios doesn't make good business sense. *Business Continuity Strategies*, Third Edition helps companies focus on what is necessary to survive a natural catastrophe, workplace violence, or a terrorist attack.

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