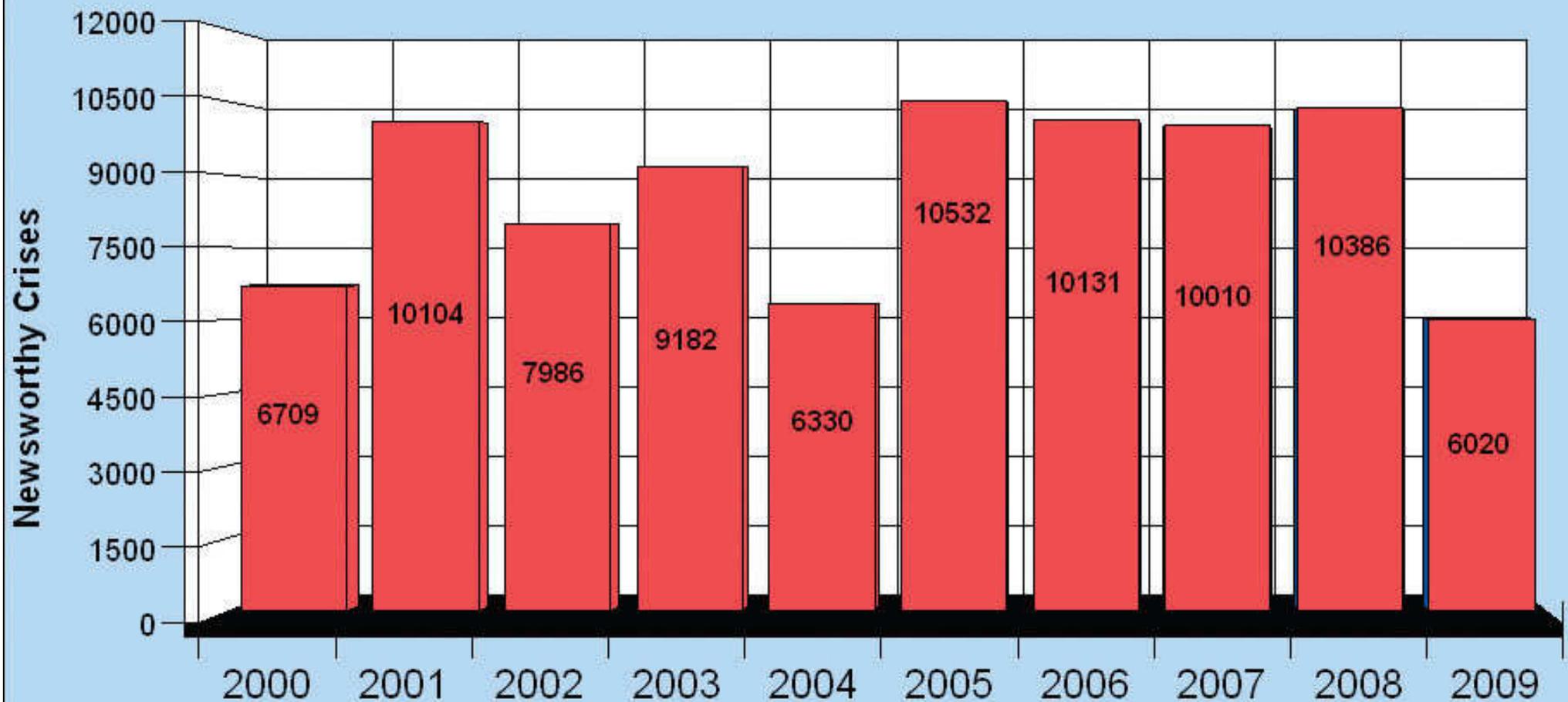


Índice de crisis 2000-2009

CRISIS NEWS INDEX 2000-2009



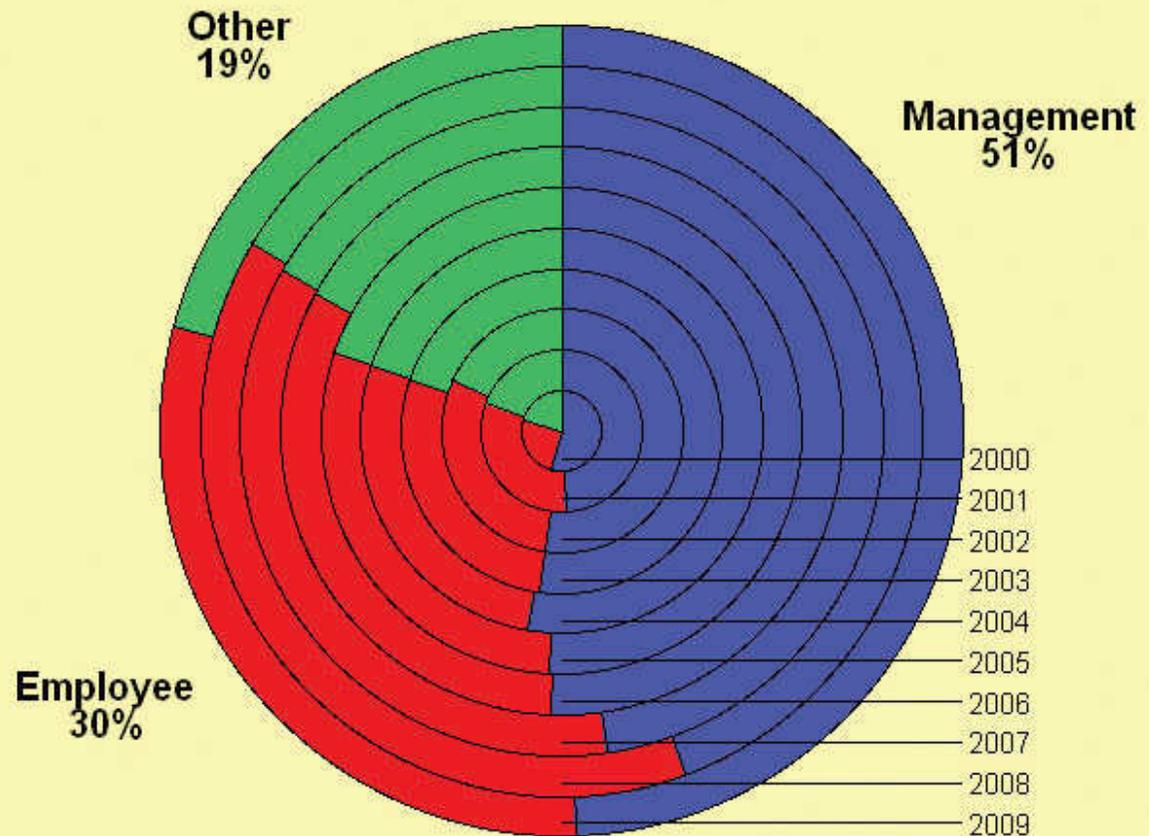
Source: Institute for Crisis Management

Origem das crises

**Crises ocorridas
entre 2000 e
2009**

www.comunicacaoecrise.com

Origins of Crises



Source: Institute for Crisis Management

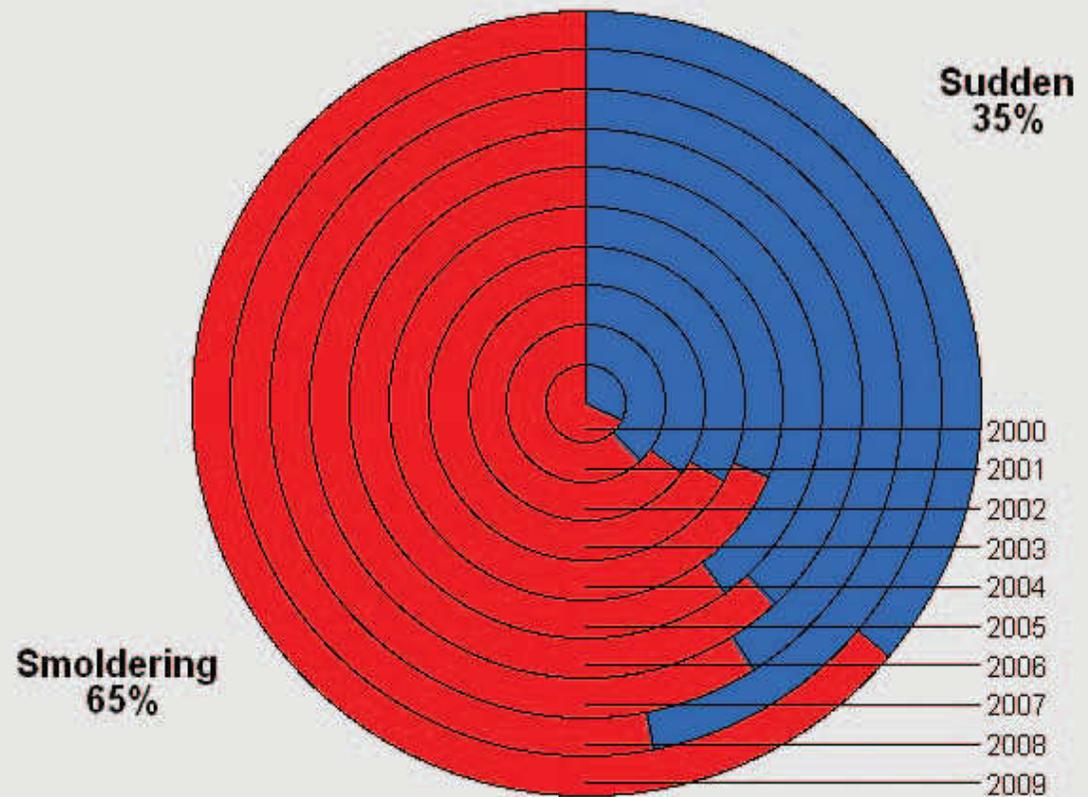
Como acontecem as crises

65% das crises ocorrem porque riscos potenciais e pequenos sinais de alerta são ignorados pelas empresas.

As imprevistas seriam apenas 35%.

(Dados de 2000 a 2009)

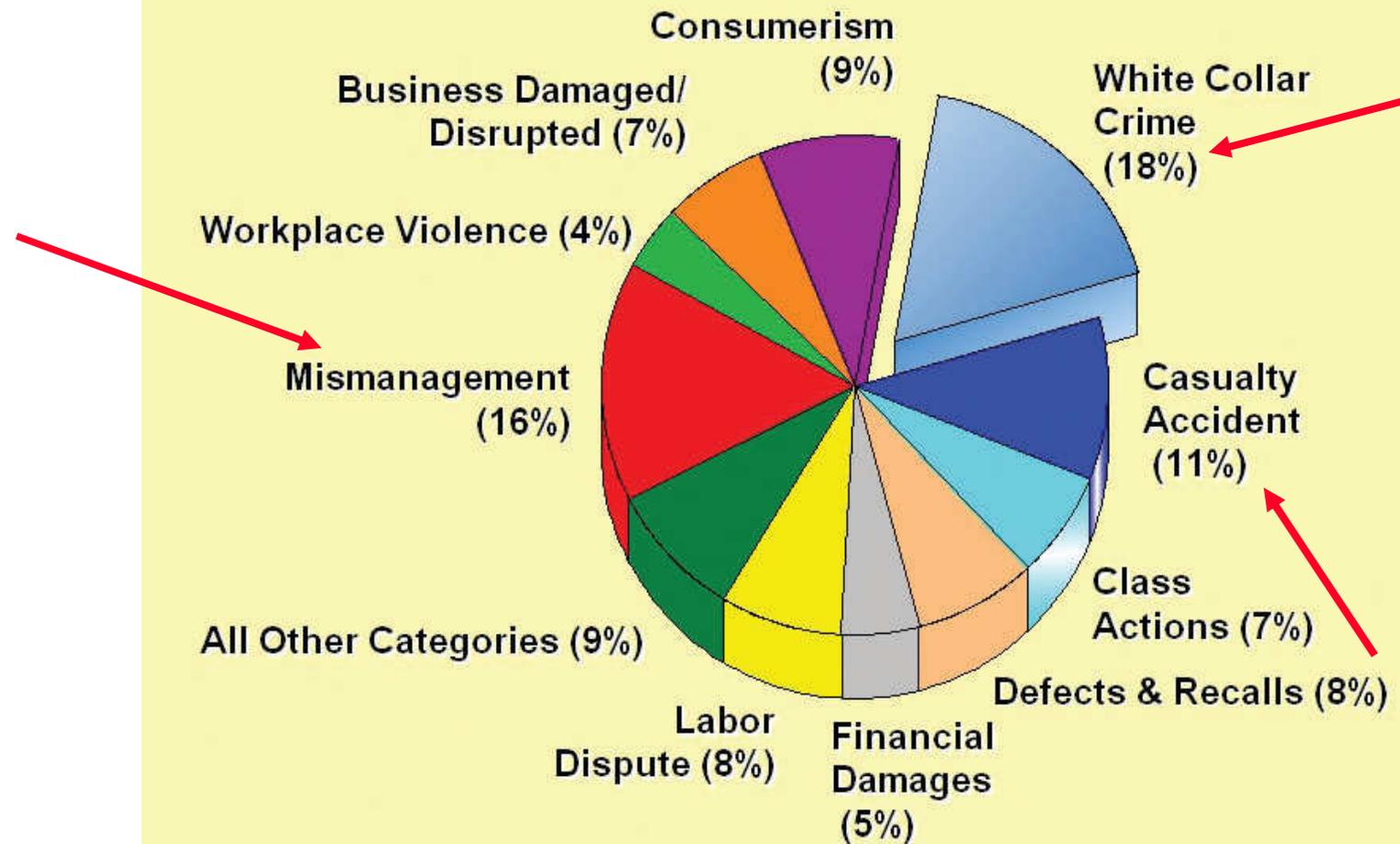
Sudden VS Smoldering Crises



Source: Institute for Crisis Management

Tipos de crises

Ano de
2009



Source: Institute for Crisis Management.

Fonte: **Institute for Crisis Management** jforni@terra.com.br