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What? Me worry? Crisis Concerns and Management in Small Businesses

Abstract

Crisis management seeks to reduce the negative impact that unfortunate events may have on a business. While large businesses often have a crisis management plan in place, there is little information on the readiness of small businesses to cope with crises. A survey conducted by the authors suggests that few small businesses have made advance preparations, even though they are less apt to recover from a crisis than a large business. Taking some basic but concrete steps toward crisis planning may help ensure a company's continued existence.

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