

In The News

# Scott Marris Authors *Texas Law Book* Column on PR Best Practices for Corporate Crises

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Scott Marris, Regional Managing Partner – Texas, authored a *Texas Law Book* column titled, “‘The Art of War’ – Time-Tested Advice on Corporate Crisis PR Strategy, Litigation,” addressing what businesses should consider to manage public perception effectively when facing disruptive events and their often ensuing legal disputes. Framed through the wise maxims from the all-time business classic “The Art of War” by Chinese General Sun Tzu, the best practices outlined in the article fall within three overarching categories. Those include the importance of developing and implementing a thoughtful public relations plan and the need to target simultaneously a company’s internal as well as external audiences, in addition to the necessity for executives to perform periodic business assessments that consider how to address corporate crises in the court of public opinion.

“Good leaders understand the importance of public relations in protecting their client base, stock value, product viability, corporate reputation, brand awareness and overall viability. Their level of success in achieving these goals may depend on the extent to which they recognize and adhere to [Sun Tzu’s] age-old strategies,” Marris wrote in *Texas Law Book*.

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