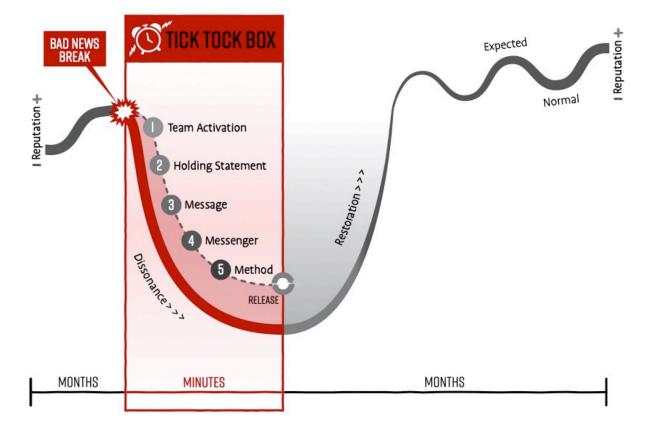
## **Reputation Dissonance**



Source: Breaking Bad News: 12 Essential Crisis Communication Tools. Hahn. 2020. All Rights Reserved