



Feeding Frenzy

Jon Harmon

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An inside look at crisis management in the 21st century, *Feeding Frenzy* tells the story of two companies at war with each other, and of the trial lawyers determined to keep the conflict on the front pages. The Ford-Firestone tire crisis was the biggest business story of 2000-2001. Deadly and mysterious rollover accidents of Ford Explorers with failing Firestone tires took a toll of more than 270 lives in the U.S. and at least 100 more in Venezuela and other hot-climate countries. In compelling narrative, *Feeding Frenzy* provides a richer case study than can be found in other books on crisis communications. The reader climbs into the front seat for an eventful ride with the Ford PR team, as the automaker tries to understand what's causing the maddening accidents. Firestone's recall of millions of tires does nothing to abate unprecedented scrutiny from international media, safety advocates and an angry U.S. Congress. All the while, trial lawyers are leaking a new inflammatory document virtually every day to journalists competing with one another to break the next big story in this epic crisis. Jon Harmon is a chief communications officer with experience in all facets of reputation management. Over a 23-year career at Ford Motor Company, Harmon served in numerous roles requiring adroit media relations. He was Ford's chief spokesman during national labor negotiations with the UAW, and for many of Ford's high-profile legal cases and safety issues. As head of public relations for Ford Truck, Harmon was thrust into defending the Ford Explorer throughout the epic Ford-Firestone tire crisis. Harmon is the author of the Force for Good Communications blog for "aspirational public relations" at www.forceforgoodcom.com.

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