

AUGUST LANG HUSAK

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AL&H LAUNCHES GUEST AUTHOR FEATURE ON ALHADV.com

Crisis Expert Lukaszewski Writes on *PR's Toughest Responsibility in the Twittersphere: Getting to the Truth*

Bethesda, MD, March 10, 2014: August Lang & Husak (AL&H) will feature bestselling author, speaker and Crisis Guru Jim Lukaszewski as the first guest contributing writer for the agency's newly revised web site www.alhadv.com. The announcement was made by agency CEO Mike August.

"Delivering on our agency's mission to feature great work by good people, we are honored to announce Jim Lukaszewski as our first guest contributing writer. Increasingly known as America's Crisis Guru, Jim has helped scores of companies resolve challenging business issues. He has authored 12 books, hundreds of articles and is among the most widely quoted American crisis experts. So, read on to learn more about *PR's Toughest Responsibility in the Twittersphere: Getting to the Truth*. Watch this space for more star-quality authors," said August.

A must read, Jim's newest book, *Lukaszewski on Crisis Communication, What Your CEO Needs to Know about Reputation Risk and Crisis Management*, was selected as one of the 30 best new business books of 2013. Jim has authored 12 books and hundreds of articles. He is a great source of wisdom and sensible advice to our profession. Google James E. Lukaszewski and you'll get 45,000 entries.

Since 1992, August, Lang & Husak has consistently delivered an elite level of strategic and creative excellence to a roster of high profile local, national and international brands, garnering the industry's highest awards for marketing achievement. AL&H serves a broad range of specialties, including health care, media groups, B2B companies, non-profits, and package goods. On the GSA list, AL&H also has a portfolio of benchmark campaigns for the Federal Government. AL&H principals are Mike August, Bill Lang and Chuck Husak.

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