

# What Did Jesus Drive?



Crisis PR in Cars,  
Computers and  
Christianity

by **Jason Vines**

# What Did Jesus Drive Crisis Pr In Cars Computers And Christianity

**Didier Musso**



## **What Did Jesus Drive Crisis Pr In Cars Computers And Christianity:**

What Did Jesus Drive Jason Vines, 2020-06      What Did Jesus Drive Jason H. Vines, 2014-11-01 Ever wonder what it would be like to work Public Relations for Ford or General Motors Imagine a thousand cameras flashing in your eyes through a forest of microphones everyone millions of dollars and world wide headlines riding on your every word as you try to navigate your company through crisis time and time again It s not for the faint of heart But it does make for one entertaining memoir Welcome to the life of Jason Vines the man who preserved the good name of Ford Firestone Jeep General Motors Nissan Chevy and other mega companies throughout one catastrophe after the next In Vines candid first book What Did Jesus Drive you ll hear about all the trials tribulations hilarity and heartbreak of being a master PR consultant straight from the man with the silver tongue himself Outrageous as it is insightful shocking as it is refreshing What Did Jesus Drive will have you laughing yourself hoarse all the while teaching you how to keep your cool with IT hits the fan This isn t the PR class you took in Business School And relax this is not a book about Jesus Although he does appear in two chapters first as a Hispanic grandfather from Waterford Michigan and later as the real Prince of Peace No this book is about a life in the public relations blast furnace of the automotive industry being the only man on the front line If you re a company owner CEO PR professional the lessons and stories in this book are INVALUABLE for you and everyone in your PR department Even if you re just somebody who enjoys a look into the wild ride in the world of corporate America this book is for you Get your copy of What Did Jesus Drive now and let the games begin Reviews Jason s story telling is his honest account of time well spent in a career documenting numerous pivotal events we all want to hear about Lee Iacocca Get me Jason Vines How I wish as the candidates I worked for screamed screwed or gaffed their way into crisis I had called on Jason Vines This is more than a corporate PR book it s a masters class no holds barred white knuckle ride of insights and wisdom for anyone whose job it is to communicate for a living Jason Vines in raw and real story telling of his own journey explains to every politician celebrity corporate communications professional and government agency that has ever faced trouble yes I am talking about you NFL read this one Goodell why we have such a hard time telling the truth why that s the whole frickin problem and what we can do about it Joe Trippi Democratic Campaign and Media Consultant Jason Vines lived The Hurt Locker defusing one public relations I E D after another To think some of the largest corporations we can name have been this close to pure PR disaster and yet were saved by the insight Jason earned from decades of corporate cage fights is truly amazing Dutch Mandel AutoWeek Publisher I always knew I could count on Jason for an unbiased and honest opinion Dr Ricardo Martinez MD FACEP and former NHTSA Administrator      *Communicate in a Crisis* Kate Hartley, 2019-08-03 *Communicate in a Crisis* is the definitive guide for any PR or marketing professional to recognize plan and respond to a sudden wildfire of consumer led reaction manipulated outrage sparked from interaction on news feed algorithms fuelled by social media and the constant demand for an instantaneous response This book turns the traditional crisis management approach on its head starting by

understanding changing consumer behaviours and the new threat for brands then outlining practical steps to prepare synchronize and execute a coordinated brand response across all channels under pressure It reveals why we love to hate our favourite brands how to recognize a day to day problem from a crisis and offers valuable advice such as using influencers and brand advocates to address social media trolls rumours and the impact of fake news With unique case studies interviews and anecdotes from global leaders Communicate in a Crisis will embed a bottom up culture of long term reputation management always ready to face the unexpected *The Advocate* ,2001-08-14 The Advocate is a lesbian gay bisexual transgender LGBT monthly newsmagazine Established in 1967 it is the oldest continuing LGBT publication in the United States **Los**

**Angeles Magazine** ,2003-11 Los Angeles magazine is a regional magazine of national stature Our combination of award winning feature writing investigative reporting service journalism and design covers the people lifestyle culture entertainment fashion art and architecture and news that define Southern California Started in the spring of 1961 Los Angeles magazine has been addressing the needs and interests of our region for 48 years The magazine continues to be the definitive resource for an affluent population that is intensely interested in a lifestyle that is uniquely Southern Californian

**The Spectator** ,1967-07 A weekly review of politics literature theology and art The Christian Science Monitor Index ,1997 *Los Angeles Magazine* ,2003-11 Los Angeles magazine is a regional magazine of national stature Our combination of award winning feature writing investigative reporting service journalism and design covers the people lifestyle culture entertainment fashion art and architecture and news that define Southern California Started in the spring of 1961 Los Angeles magazine has been addressing the needs and interests of our region for 48 years The magazine continues to be the definitive resource for an affluent population that is intensely interested in a lifestyle that is uniquely Southern Californian

The Nation ,1997 Acronyms, Initialisms & Abbreviations Dictionary Mary Rose Bonk,2003 **American Book Publishing Record** ,2003 **The Advocate** ,2001-08-14 The Advocate is a lesbian gay bisexual transgender LGBT monthly newsmagazine Established in 1967 it is the oldest continuing LGBT publication in the United States Forthcoming Books Rose Army,1989 Quill & Quire ,1988 *The 20th Century Year by Year* Charles Phillips,1999 Retrospective look at the events of the 20th century **Braby's Commercial Directory of Southern Africa** ,1991 **The Times Index** ,1995 Indexes the Times Sunday times and magazine Times literary supplement Times educational supplement Times educational supplement Scotland and the Times higher education supplement **Books Out-of-print** ,1980 **Index to the Flint Journal Newspaper** ,1968 **The New York Times Index** ,1994

## **What Did Jesus Drive Crisis Pr In Cars Computers And Christianity** Book Review: Unveiling the Magic of Language

In an electronic era where connections and knowledge reign supreme, the enchanting power of language has be more apparent than ever. Its ability to stir emotions, provoke thought, and instigate transformation is really remarkable. This extraordinary book, aptly titled "**What Did Jesus Drive Crisis Pr In Cars Computers And Christianity**," published by a very acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound effect on our existence. Throughout this critique, we shall delve to the book is central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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