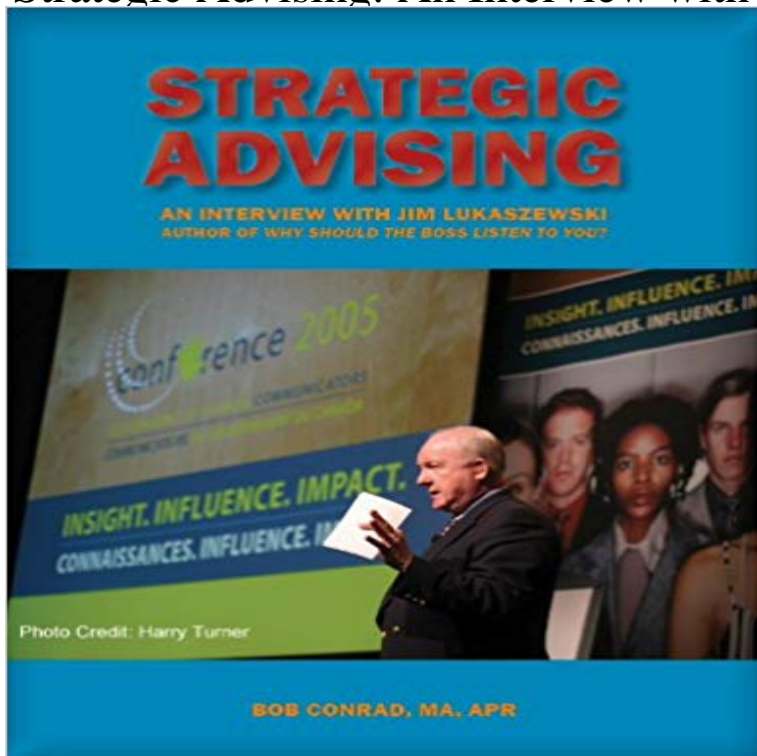


Strategic Advising: An Interview with Jim Lukaszewski



Jim Lukaszewski has been a crisis management strategist and strategic advisor for nearly 30 years. He runs the Lukaszewski Group and has been called one of the 28 experts to call when all hell breaks loose. Jim's latest book, *Why Should the Boss Listen to You: The Seven Disciplines of the Trusted Strategic Advisor*, is published by Jossey-Bass. Jim was interviewed by Bob Conrad exclusively for the public relations blog, *The Good, The Bad, The Spin* (www.thegoodthebadthespin.com).

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