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## **QUOTED. June 1, 2018. Bill Pierce.**

by

When navigating a crisis such as a product recall, a class-action lawsuit or an environmental disaster, it can be tempting for a device-maker to hunker down and wait for things to blow over – but that may be one of the worst choices a company can make. See what APCO Worldwide's Bill Pierce said about it here.

"Our reaction when something happens and we don't hear something about it, we're not told something about it, then we get very suspicious." –Bill Pierce, senior director of APCO Worldwide

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