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- 3 Produce a detailed recommended action plan to deal with Bayer Corporation and Bayer AG's marketing environment. Address differences and similarities between two entities.
- 4 Develop talking points for CEO to address media during the crisis.
- 5 What do you think of the tagline "In Cipro we trust" and the impact it had? Please explain and support your opinion.

To Cite This Chapter

Gringarten, H. (2018). Leveraging national crisis for a public relations bonanza: Bayer, ethics, and the anthrax scare. In H. Gringarten, & R. Fernández-Caliènes (Eds.). *Ethical branding and marketing: Cases and lessons* (pp. 69–79). Routledge Management and Business Studies Series. London and New York: Routledge.

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