

## ABOUT THE AUTHORS

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IAN I. MITROFF has spent his career using interdisciplinary approaches to find successful solutions to complex issues. He is an emeritus professor of the University of Southern California (USC), where he taught for twenty-six years. While he was at USC, he was the Harold Quinton Distinguished Professor of Business Policy in the Marshall School of Business; he also held a joint appointment in the Department of Journalism in the Annenberg School for Communication at USC, where he taught crisis management and served as associate director of the USC Center for Strategic Public Relations. Currently he is professor at Alliant International University; adjunct professor in the School of Public Health at St. Louis University and in the School of Public Health, Tropical Medicine and Rehabilitation Sciences, at James Cook University in Townsville, Australia; and visiting professor at the Center for Catastrophic Risk Management at the University of California at Berkeley.

In addition to teaching, Mitroff is president of Comprehensive Crisis Management, a consulting firm that offers an integrated approach to Crisis Management. For more than twenty-four years he has been sought out as an analyst and consultant on human-induced crises, including major incidents such as the Tylenol poisonings,

Bhopal, Three Mile Island, 9/11, the scandal in the Catholic Church, Enron, the war in Iraq, and the tsunami in Southeast Asia.

Mitroff is also author of several well-received books, including *Crisis Leadership* (Wiley, 2003), and *Why Some Companies Emerge Stronger and Better from a Crisis* (AMACOM, 2005).

ABRAHAM SILVERS provides statistical consulting and support in the design, database management, and analysis of health studies and clinical trials. He has consulted for a number of national and international pharmaceutical and biotech companies to address their need to meet FDA technical requirements in the areas of drugs, biologics, and devices.

Previously, Silvers was associate professor of Mathematics at California State University, Los Angeles. He was a Special Fellow at Stanford Medical School and director of statistics for the Stanford Heart Disease Prevention Program. He has served at the Mayo Clinic as a consultant and as director of statistical and epidemiological research for the Comprehensive Cancer Center. At Baylor College he was associate professor of medicine and senior statistician at the only National Heart Research and Demonstration Center sponsored by the National Institutes of Health (NIH). He has also served as professor of statistics at the University of Texas School of Public Health and at the University of California, San Francisco, where he developed and directed the Biostatistics Cancer Clinical Trial Group of the Cancer Center.

Silvers led an NIH team in developing an expert system for statistics as part of a computer resource for molecular biology research called Prophet. In addition, he has been an advisor for many institutes of NIH, for the World Health Organization, and for the Environmental Protection Agency.

Author of more than a hundred papers and book chapters, Silvers was elected a Fellow of the American Statistical Association (ASA) in 1988 for his contributions to clinical trial methodology. In 1993 he received the distinguished medal in statistics from the ASA.