



Crash Communication: Management Techniques from the Cockpit to Maximize Performance

Peter Brandl

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Aviation has always been a source of fascination, but the industry is not without occasional shocks and surprises. Flight crews are expected to communicate perfectly at all times, to manage complex situations, and to make the right decisions at the right times. In the corporate world, it is no different. And this is where professional pilot and communication expert Peter Brandl draws remarkable parallels between these two worlds.

Crash Communication takes his audience on an exciting journey between airplane cockpits and the business world. It combines spectacular incidents from aviation and business with everyday communication scenarios. How is it that, in spite of the highest safety precautions, catastrophic air accidents still occur from time to time? Similarly, how is it possible that a lender would give \$320 million to an insolvent US bank?

Crash Communication shows that the factor of "human error" follows a fatal logic. Peter Brandl offers original and relevant answers to fundamental questions of leadership and communication. His fascinating approach shows managers and executives in the "corporate cockpit" what to do when the warning lights come on.

"This book is a must for all those who bear responsibility in companies."

Borries von Mueller, Global Head HR, Fresenius Medical Care

"His hands-on experience as an entrepreneur, commercial pilot, and communications expert make this book so exciting."

Michael Baumann, Managing Director, MTU South Africa

Peter Brandl, born in Germany, is an internationally sought-after communication expert, as well as a professional pilot and flight instructor. He takes his expertise from more than 20 years with a consulting and training business for executives, teams, salespeople, and flight crews. Besides his consulting business, he built up several companies and worked as a sales manager and CEO. Peter has hosted speaking engagements in 14 countries on 3 continents and authored multiple books, which all became bestsellers in different countries. Learn more about Peter at www.peterbrandl.com.

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