

# The Stevens Group PR Masters Podcast Acquispectives – Richard S. Levick



**Richard S. Levick, Esq.,  
Chairman & CEO, LEVICK**

“A real challenge in crisis communications is that too many people are tactical. It really requires for us to be strategic, to understand the business and the law and global implications and see where issues are going next.. to read the tea leaves. We should always be operating in the strategic and not the tactic and I think to stay in the tactical is to stop growing.”

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