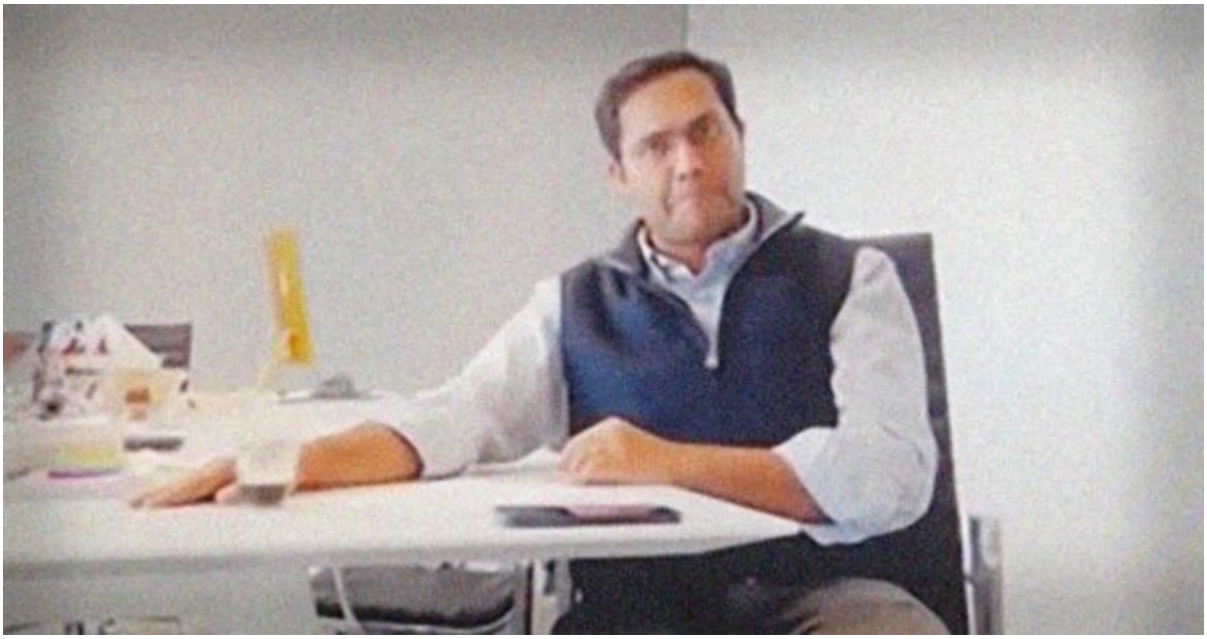
Sorry Doesn’t Need to Be the Hardest Word



No matter the category or executive team, brands and gaffes go together, especially when dealing with employee layoffs. But how these companies respond publicly can be better or worse than the initial act—assuming they even know how to properly structure an apology.

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