**Chapter 12**

**Football Crisis in the United Kingdom-Fire in Soccer Stadium**

A 1985 fire at a soccer stadium in Bradford City, United Kingdom underscores the importance of crisis management, both in terms of preparation and real time action. 56 people died and another 265 were injured.

*Use with*: <http://www.youtube.com/watch?v=v6iTSAwGo1Y> (7:21)

1. Describe what happened in Bradford City.
2. What was the apparent cause of the fire?
3. Could this tragedy have been prevented? If so, how?
4. What can managers of organizations in other industries learn from this event?