

Oscar, Oscar, Oscar... What have you done?

 By [Mark Corke](#)

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How quickly can this situation turn for anybody - absolutely anybody? How can it affect your business? How tenuous is the position of a small or medium-size business? You go to bed, and in the morning you wake up to news that your most important employee has been arrested for shooting somebody.

There is a bail application pending, and the victim is a high-profile model - forget for now about the profile of the alleged murderer.

Twitter is fired into action, and the speculating twitterati roll into "informed and expert" action. The country grinds to a halt as all and sundry want to know what is going to happen to the accused. His life is investigated by the tabloids, and everything about him is magnified and even distorted with hyperbole designed to sell more of their advertising space.

This is the situation in which Reeva Steenkamp's boyfriend finds himself, and the fallout is obvious. His business is starting to fail. How would yours stand up?

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