



## **Literature for SKOP20, Strategic Communication: Public Relations applies from autumn semester 2014**

**Literature established by the board of the Department of Strategic communication on 2014-10-14 to apply from 2016-08-29**

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See appendix.



## Litteratur för SKOP20 Public Relations 7,5 högskolepoäng (Strategic Communication: Public Relations, 7.5 credits)

Litteraturen är fastställd av styrelsen för Institutionen för strategisk kommunikation 2014-10-15. Litteraturen är giltig från och med höstterminen 2014.

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- Deephouse, David L., & Carter, Suzanne M. (2005). An Examination of Differences Between Organizational Legitimacy and Organizational Reputation. *Journal of management Studies*, 42(2), 329-360.
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- Lindenmann, Walter K. (2006). *Public relations research for planning and evaluation*. Gainesville, FL: Institute for Public Relations Research. Retrieved from [http://www.instituteforpr.org/wp-content/uploads/2006\\_Planning\\_Eval.pdf](http://www.instituteforpr.org/wp-content/uploads/2006_Planning_Eval.pdf) (33 sidor)
- Merkelsen, Henrik (2011). The double-edged sword of legitimacy in public relations. *Journal of Communication Management*, 15(2), 125-143.
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- Wehmeier, Stefan (2006). Dancers in the dark: The myth of rationality in public relations. *Public Relations Review*, 32(3), 213-220.

Dessutom 200 sidor som studenten själv väljer.

Totalt antal sidor: 913