



## **Literature for SKPM13, Strategic Communication: Research and Evaluation for Practice - Planning and Controlling applies from spring semester 2015**

**Literature established by the board of the Department of Strategic communication on 2014-10-14 to apply from 2015-01-19**

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Kaplan, Robert S. & Norton, David P. (2004). *Strategy maps: Converting intangible assets into tangible outcomes*. Cambridge: Harvard Business Press. [ISBN 978-1591391340, 454 sidor/pages]

Mintzberg, Henry, Ahlstrand, Bruce & Lampel, Joseph (2005). *Strategy safari: A guided tour through the wilds of strategic management*. New York: Free Press [ISBN 978-0743270571, 416 sidor/pages]

Paine, Katie Delahaye (2011). *Measure what matters: Online tools for understanding customers, social media, engagement, and key relationships*. Hoboken, NJ: Wiley. [ISBN 978-0470920107, 252 sidor/pages]

Stacks, Don & Michaelson, David (2010). *A practitioner's guide to public relations research, measurement and evaluation*. Williston, VT: Business Expert Press. [ISBN 978-1606491010, 229 sidor/pages]

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