



Literature for SKPM18, Strategic Communication: Research and Evaluation for Practice - Planning and Controlling applies from spring semester 2019

Literature established by the board of the Department of Strategic communication on 2019-03-07 to apply from 2019-03-07

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

Smith, Ronald D. (2013). *Strategic planning for public relations*. 4th ed. London: Routledge [ISBN 9780415506762, 520 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 pages]

Article compendium: 150 pages.

Totalt number of pages: 1600.