



Literature for SKPM20, Strategic Communication: Quantitative Methods applies from spring semester 2021

**Literature established by the board of the Department of Strategic
communication on 2020-06-10 to apply from 2020-06-11**

Pallant, Julie (2010). *SPSS survival manual: A step by step guide to data analysis using SPSS*. New York: McGraw-Hill. [ISBN 9780335242405, 352 pages]

Van de Ven, Andrew. H. (2007). *Engaged scholarship: A guide for organizational and social research*. Oxford: Oxford University Press. [ISBN 9780199226306, 352 pages]

Field, Andy.(2016). *An Adventure in Statistics. The reality enigma*. London: Sage. [ISBN 9781446210444, 746 pages]

Overall pages: 1450.