

# RESOURCES ON BUSINESS ACUMEN

## JOURNAL ARTICLES ON BUSINESS ACUMEN AND COMMUNICATIONS EDUCATION

Claussen, D. (2008). On the business and economics education of public relation students. *Journalism & Mass Communication Educator*, 63(3), 191–194.

DiStaso, M. W., Stacks, D. W., & Botan, C. H. (2009). State of public relations education in the United States: 2006 report on a national survey of executives and academics. *Public Relations Review*, 35(3), 254–269. doi:10.1016/j.pubrev.2009.03.006

Dolphin, R. R., & Fan, D. (2000). Is corporate communications a strategic function? *Management Decision*, 38(2), 99–106.

Laskin, A. V. (2011). How investor relations contributes to the corporate bottom line. *Journal of Public Relations Research*, 23(3), 302–324. doi:10.1080/1062726X.2011.582206

Laskin, A. V., & Fussell Sisco, H. (2015). Math apprehension of public relations students: An experiment. *Teaching Public Relations*, 91, 1–4.

Marron, M. B. (2014). Graduate degrees in journalism and the MBA. *Journalism & Mass Communication Educator*, 69(3), 3–4. doi:10.1177/1077695814523933

Neill, M. S., & Schauster, E. (2015). Gaps in advertising and public relations education: Perspectives of agency leaders. *Journal of Advertising Education*, 19(2), 5–17.

Pardue, M. J. (2014). Most business editors find journalism graduates still unprepared. *Journalism & Mass Communication Educator*, 69(1), 49–60. doi:10.1177/1077695813506989

Ragas, M. W., Uysal, N., & Culp, R. (2015). “Business 101” in public relations education: An exploratory survey of senior communication executives. *Public Relations Review*, 41(3), 378–380. doi:10.1016/j.pubrev.2015.02.007

Roush, C. (2006). The need for more business education in mass communication schools. *Journalism & Mass Communication Educator*, 61(2), 195–204.

Turk, J. V. (1989). Management skills need to be taught in public relations. *Public Relations Review*, 15(1), 38–52.

Wright, D. K. (1995). The role of corporate public relations executives in the future of employee communications. *Public Relations Review*, 21(3), 181–198. doi:10.1016/0363-8111(95)90020-9

Wright, D. K. (2011). History and development of public relations education in North America: A critical analysis. *Journal of Communication Management*, 15(3), 236–255. doi:10.1108/136325411111151005

#### BOOKS RELATED TO STRATEGIC COMMUNICATIONS AND BUSINESS ACUMEN

Akerlof, G. A., & Shiller, R. J. (2009). *Animal spirits: How human psychology drives the economy, and why it matters for global capitalism*. Princeton, NJ: Princeton University Press.

Appleby, J. (2010). *The relentless revolution: A history of capitalism*. New York, NY: Norton.

- Berger, B. K., & Meng, J. (Eds.). (2014). *Public relations leaders as sensemakers: A global study of leadership in public relations and communication management*. New York, NY: Routledge.
- Bronn, P. S., Romenti, S., & Zerfass, A. (Eds.). (2016). *The management game of communication*. Bingley: Emerald Group Publishing Limited.
- Carnegie, D. (1998). *How to win friends and influence people*. New York, NY: Pocket Books.
- Carroll, C. E. (Ed.). (2013). *The handbook of communication and corporate reputation*. Malden, MA: Wiley-Blackwell.
- Carroll, C. E. (Ed.). (2016). *The SAGE encyclopedia of corporate reputation*. Thousand Oaks, CA: SAGE Publications.
- Charan, R. (2001). *What the CEO wants you to know: Using business acumen to understand how your company really works*. New York, NY: Crown Business.
- Constable, S., & Wright, R. E. (2011). *The Wall Street Journal guide to the 50 economic indicators that really matter*. New York, NY: Harper Business.
- Cope, K. (2012). *Seeing the big picture: Business acumen to build your credibility, career and company*. Austin, TX: Greenleaf Book Group Press.
- Doorley, J., & Garcia, H. F. (2015). *Reputation management: The key to successful public relations and corporate communication* (3rd ed.). New York, NY: Routledge.
- Freeman, R. E. (2010). *Strategic management: A stakeholder approach*. New York, NY: Cambridge University Press.
- Goodman, M. B., & Hirsch, P. B. (2015). *Corporate communication: Critical business asset for strategic global change*. New York, NY: Peter Lang.

- Grossman, D. (2012). *You can't not communicate: Proven communication solutions that power the Fortune 100* (2nd ed.). Chicago, IL: Little Brown Dog Publishing.
- Grunig, L. A., Grunig, J. E., & Dozier, D. M. (2002). *Excellent public relations and effective organizations: A study of communication management in three countries*. Mahwah, NJ: Erlbaum.
- Harrison, E. B., & Mühlberg, J. (2015). *Leadership communication: How leaders communicate and how communicators lead in today's global enterprise*. New York, NY: Business Expert Press.
- Holtzhausen, D., & Zerfass, A. (Eds.). (2014). *The Routledge handbook of strategic communication*. New York, NY: Routledge.
- Jones, R. W., & Kostyak, C. (Eds.). (2011). *Words from a page in history: The Arthur W. Page speech collection*. University Park, PA: The Arthur W. Page Center for Integrity in Public Communications, College of Communications, Pennsylvania State University.
- Kaplan, R. S., & Norton, D. P. (2008). *Alignment: Using the balanced scorecard to create corporate synergies*. Cambridge, MA: Harvard Business Review Press.
- Laskin, A. (Ed.). (2017). *The handbook of investor relations and financial communications*. Hoboken, NY: Wiley-Blackwell.
- Leder, M. (2003). *Financial fine print: Uncovering a company's true value*. Hoboken, NJ: Wiley.
- Lev, B. (2012). *Winning investors over: Surprising truths about honesty, earnings guidance and other ways to boost your stock price*. Boston, MA: Harvard Business Review Press.
- Mackey, J., & Sisodia, R. (2014). *Conscious capitalism: Liberating the heroic spirit of business*. Boston, MA: Harvard Business Review Press.
- Makoujy, R. J. (2010). *How to read a balance sheet: The bottom line on what you need to know about cash flow, assets, debt,*

*equity profit...and how it all comes together*. New York, NY: McGraw-Hill.

Matha, B., & Boehm, M. (2008). *Beyond the babble: Leadership communication that drives results*. Hoboken, NJ: Wiley.

Men, R. L., & Bowen, S. A. (2017). *Excellence in internal communication management*. New York, NY: Business Expert Press.

Michaelson, D., & Stacks, D. W. (2017). *A professional and practitioner's guide to public relations research, measurement, and evaluation* (3rd ed.). New York, NY: Business Expert Press.

Miller, J. E. (2015). *The Chicago guide to writing about numbers: The effective presentation of quantitative information* (2nd ed.). Chicago, IL: University of Chicago Press.

Monks, R. A. G., & Minow, N. (2011). *Corporate governance* (5th ed.). Hoboken, NJ: Wiley.

Piper, M. (2013). *Accounting made simple: Accounting explained in 100 pages or less*. Lexington, KY: Simple Subjects, LLC.

Ragas, M. W., & Culp, R. (2014). *Business essentials for strategic communicators: Creating shared value for the organization and its stakeholders*. New York, NY: Palgrave Macmillan.

Roush, C. (2017). *Show me the money: Writing business and economics stories for mass communication* (3rd ed.). New York, NY: Routledge.

Roush, C., & Cloud, B. (2017). *The SABEW stylebook: 2,500 business and financial terms defined and rated* (3rd ed.). Portland, OR: Marion Street Press.

Skonieczny, M. (2012). *The basics of understanding financial statements*. Schaumburg, IL: Investment Publishing.

Slavin, S. (1999). *Economics: A self-teaching guide* (2nd ed.). New York, NY: Wiley.

Sowell, T. (2011). *Basic economics: A common sense guide to the economy*. New York, NY: Basic Books.

Stout, L. (2012). *The shareholder value myth: How putting shareholders first harms investors, corporations, and the public*. San Francisco, CA: Berrett-Koehler Publishers.

Taparia, J. (2004). *Understanding financial statements: A journalist's guide*. Portland, OR: Marion Street Press, Inc.

Tracy, J. A., & Tracy, T. C. (2014). *How to read a financial report: For managers, entrepreneurs, lenders, lawyers, and investors* (8th ed.). Hoboken, NJ: Wiley.

Wright, P. M., Boudreau, J. W., Pace, D. A., Sartain, E., McKinnon, P., & Antoine, R. L. (Eds.). (2011). *The chief HR officer: Defining the new role of human resource leaders*. San Francisco, CA: Jossey-Bass.

#### TRADE AND PROFESSIONAL ARTICLES RELATED TO BUSINESS ACUMEN

Cundick, D. (2015, February 6). 4 crucial PR skills you need (right now). PRNews Online. Retrieved from <http://bit.ly/2oW5xeI> . Accessed on April 22, 2017.

Czarnecki, S. (2016, November 9). Study: Comms head still struggles to gain CEO's favor. *PR Week*. Retrieved from <http://bit.ly/2pqG2Us>. Accessed on April 22, 2017.

Duhé, S. (2013, December 12). *Teaching business as a second language*. Institute for Public Relations. Retrieved from <http://bit.ly/1cGKcsw>. Accessed on April 21, 2017.

Dupont, S. (2013, Winter). Understanding the language of economics is critical to communicating effectively. *The Public Relations Strategist*, 10–11.

- Everse, G. (2011, August 22). Eight ways to communicate your strategy more effectively. *Harvard Business Review*. Retrieved from <http://bit.ly/1wS2lRe>. Accessed on April 24, 2017.
- Feldman, B. (2016, November 28). Dear comms exec: Basic business skills are still required. *PRWeek*. Retrieved from <http://bit.ly/2ovUmWt>. Accessed on April 20, 2017.
- Friedman, M. (1970, September 13). The social responsibility of business is to increase its profits. *The New York Times Magazine*.
- Friedman, M., Mackey, J., & Rodgers, T. J. (2005, October). Rethinking the social responsibility of business. *Reason*. Retrieved from <http://bit.ly/3gxNgE>
- Kaplan, R. S., & Norton, D. P. (2004b, February). Measuring the strategic readiness of intangible assets. *Harvard Business Review*, 82(2), 52–63.
- Kaplan, R. S., & Norton, D. P. (2007, July–August). Using the balanced scorecard as a strategic management system. *Harvard Business Review*, 85(7–8), 150–161.
- Kolberg, B. (2014, March). Getting down to business at public relations agencies. *PR Update*, 49(2), 6–7.
- Lev, B. (2011). How to win investors over. *Harvard Business Review*, 89(11), 53–62.
- Phair, J. (2013, Winter). Developing a new generation of PR-savvy business leaders. *The Public Relations Strategist*, 28–29.
- PRNews Pro. (2016a, August 29). PR pros still see writing as key to success, but analytics, digital, business skills also important. *PRNewsPro*, 7, pp. 1, 3, 6.
- PRNews Pro. (2016b, September 12). Report card from the academics: Next wave of PR pros lacks sharp writing, presentation skills. *PRNewsPro*, 7, pp. 1, 3, 6.

Ragas, M. (2013, February 8). Require business 101 for every student. *The Chronicle of Higher Education*, 59(22), A25.

Ragas, M. (2016). Public relations means business: Addressing the need for greater business acumen. *Journal of Integrated Marketing Communications*, 17, 34.

Ragas, M., & Culp, R. (2013, Spring). Taking care of business: How PR pros and academics can build a stronger profession. *The Public Relations Strategist*, 15–16.

Ragas, M., & Culp, R. (2014, December, 22). *Public relations and business acumen: Closing the gap*. Institute for Public Relations. Retrieved from <http://www.instituteforpr.org>

Ragas, M., & Culp, R. (2015, May 1). Business weak: Five ways to build greater business acumen. *Public Relations Tactics*, 17.

Rockland, D. B. (2013, August 1). Learning to speak the C-suite's language. *Public Relations Tactics*. Retrieved from <http://bit.ly/2oiMigQ>. Accessed on April 23, 2017.

Sahel, J. (2017, February 14). The inner circle. *Briefings* (Korn Ferry Institute). Retrieved from <http://www.kornferry.com/institute/the-inner-circle>. Accessed on April 20, 2017.

Spangler, J. (2014, June 2). Valued communicators understand the business. Institute for Public Relations Research Conversations blog. Retrieved from <http://bit.ly/1xiYB8n>. Accessed on June 6, 2014.

#### WHITE PAPERS AND REPORTS RELATED TO BUSINESS ACUMEN

APCO Worldwide (2016, November). *Chief corporate communicator survey*. Chicago, IL: APCO Worldwide.

Arthur W. Page Society. (2007). *The authentic enterprise: An Arthur W. Page Society report*. New York, NY: Arthur W. Page Society.

Arthur W. Page Society. (2012). *Building belief: A new model for activating corporate character & authentic advocacy*. New York, NY: Arthur W. Page Society.

Arthur W. Page Society. (2013a). *Corporate character: How leading companies are defining, activating and aligning values*. New York, NY: Arthur W. Page Society.

Arthur W. Page Society. (2013b). *The CEO view: The impact of communications on corporate character in a 24x7 digital world*. New York, NY: Arthur W. Page Society.

Arthur W. Page Society. (2016, March). *The new CCO: Transforming enterprises in a changing world*. New York, NY: Arthur W. Page Society.

Arthur W. Page Society. (2017). *The Page principles*. Retrieved from <http://www.awpagesociety.com/site/the-page-principles>. Accessed on April 23, 2014.

Bain, M., & Jain, R. (2015, October). *Higher value through higher performance: Findings from quantitative research on talent development and management in communication*. Grand Rapids, MI: upper 90 consulting.

Bain, M., & Penning, T. (2017, March). *Understanding high performance in corporate communications functions today: Key insights from in-depth interviews with Chief Communications Officers*. Grand Rapids, MI: upper 90 consulting.

Byrum, K. (2013). *PRSA MBA program: Bridging the gap between strategic communications education and master of business administration (MBA) curriculum*. New York, NY: Public Relations Society of America.

Commission on Public Relations Education. (2012, October). *Standards for a master's degree in public relations: Educating for complexity*. New York, NY: The Commission on Public Relations Education.

- Commission on Public Relations Education. (2015, May). *Summary report: Commission on Public Relations Education's (CPRE) industry-educator summit on public relations education*. New York, NY: The Commission on Public Relations Education.
- FINRA Investor Education Foundation. (2016, December). *National financial capability study*. Washington, DC: FINRA Investor Education Foundation.
- Library of Congress. (2011). *Financial literacy among retail investors in the United States*. Washington, DC: Federal Research Division, Library of Congress.
- Marshall, R., Fowler, B., & Olson, N. (2015a). *The chief communications officer: Survey and finding among the Fortune 500*. Los Angeles, CA: The Korn Ferry Institute.
- Marshall, R., Fowler, B., & Olson, N. (2015b). *Trusted counsel: CEOs expand C-suite mandate for best-in-class corporate affairs officers – and especially for the strategic advice they provide*. Los Angeles, CA: The Korn Ferry Institute.
- Stacks, D. W., & Bowen, S. A. (Eds.). (2013). *Dictionary of public relations measurement and research* (3rd ed.). Gainesville, FL: Institute for Public Relations.
- Swerling, J., Thorson, K., Tenderich, B., Yang, A., Li, Z., Gee, E., & Savastano, E. (2014). *GAP VIII: Eighth communication and public relations generally accepted practices study*. Los Angeles, CA: Strategic Communication & Public Relations Center, Annenberg School for Communication and Journalism, University of Southern California.
- upper 90 consulting, & Holton Research. (2014). *Professional development in corporate communications today: Key insights from in-depth interviews with chief communications officers*. Grand Rapids, MI: upper 90 consulting.

USC Annenberg Center for Public Relations. (2017, March). *2017 global communications report*. Los Angeles, CA: USC Annenberg School for Communication and Journalism.

U.S. Securities and Exchange Commission. (2012, August). Study regarding financial literacy among investors. Washington, DC: Office of Investor Education and Advocacy, U.S. Securities and Exchange Commission.

Wright, D., Gaunt, R., Leggetter, B., Daniels, M., & Zerfass, A. (2009). *Global survey of communication measurement 2009 – Final report*. London: Benchmark Ltd. and the International Association for Measurement and Evaluation of Communication (AMEC).

## STRATEGIC COMMUNICATIONS-RELATED PROFESSIONAL AND ACADEMIC ASSOCIATIONS

Association for Education in Journalism and Mass Communication (AEJMC). Retrieved from <http://www.aejmc.org/>

Association for Measurement and Evaluation of Communication (AMEC). Retrieved from <http://amecorg.com/>

Business Marketing Association (BMA). Retrieved from <https://www.marketing.org/>

Commission on Public Relations Education (CPRE). Retrieved from <http://www.commpred.org/>

Financial Communications Society (FCS). Retrieved from <https://thefcs.org/>

International Association of Business Communicators (IABC). Retrieved from <https://www.iabc.com/>

International Communication Association (ICA). Retrieved from <https://www.icahdq.org/>

International Public Relations Research Conference (IPRRC).  
Retrieved from <https://www.iprrc.org/>

National Communication Association (NCA). Retrieved from  
<https://www.natcom.org/>

Public Relations Society of America (PRSA). Retrieved from  
<http://www.prsa.org/>

PR Council. Retrieved from <http://prcouncil.net/>

PRSA Foundation. Retrieved from <http://www.prsafoundation.org/>

National Investor Relations Institute (NIRI). Retrieved from  
<https://www.niri.org/>

Society for Human Resource Management (SHRM). Retrieved  
from <https://www.shrm.org/>

Society of American Business Editors and Writers (SABEW).  
Retrieved from <https://sabew.org/>

#### UNIVERSITY-AFFILIATED STRATEGIC COMMUNICATIONS RESEARCH CENTERS

Arthur W. Page Center for Integrity in Public Communications.  
Retrieved from <http://comm.psu.edu/page-center>

Corporate Communication International. Retrieved from <http://www.corporatecomm.org/>

Donald W. Reynolds National Center for Business Journalism.  
Retrieved from <http://businessjournalism.org>

Institute for Public Relations. Retrieved from <http://www.institute-forpr.org>

Lillian Lodge Koppenhaver Center for the Advancement of Women  
in Communication. Retrieved from <http://carta.fiu.edu/koppenhavercenter/>

The Museum of Public Relations. Retrieved from <http://www.prmuseum.org/>

Plank Center for Leadership in Public Relations. Retrieved from [plankcenter.ua.edu/](http://plankcenter.ua.edu/)

USC Center for Public Relations. Retrieved from [annenberglsc.edu/research/center-public-relations](http://annenberglsc.edu/research/center-public-relations)

#### FINANCIAL AND ECONOMIC LITERACY-RELATED WEBSITES

BusinessDictionary.com. Retrieved from <http://www.businessdictionary.com>

360 degrees of Financial Literacy (American Institute of CPAs). Retrieved from <http://www.360financialliteracy.org/>

Council for Economic Education (CEE). Retrieved from <http://councilforeconed.org/>

FINRA Investor Education Foundation. Retrieved from <http://www.usfinancialcapability.org/>

Investopedia. Retrieved from [www.investopedia.com](http://www.investopedia.com)

InvestorWords.com. Retrieved from <http://www.investorwords.com/>

National Endowment for Financial Education. Retrieved from <http://nefe.org/>

Securities and Exchange Commission (S.E.C.). Retrieved from <http://www.sec.gov>

U.S. Financial Literacy and Education Commission. Retrieved from <https://www.mymoney.gov/>