



GCS recommended reading list 2018

Strategic Communications

‘Good Strategy, Bad Strategy: The difference and why it matters’ by Richard P. Rumelt

This book explains the logic of good strategy and the sources of power that talented strategists have tapped as well as the pitfalls to avoid.

‘Organisational Listening: The Missing Essential in Public Communications’ by Professor Jim MacNamara

Jim MacNamara argues that improved organisational listening is a key to citizen, customer, and stakeholder engagement.

Internal Communications

‘The Culture Builders’ by Jane Sparrow

The Culture Builders takes a very practical approach for leaders, managers and professionals that explores the levels of engagement required to build a high-achieving culture.

‘From Cascade to Conversation’ by Katie Macaulay

This book looks at how to really connect with your organisation in two-way conversation in a digital age. It includes case studies from BT, Sainsbury’s, Oxfam, B&Q, Post Office, Crossrail, HSBC, Waitrose and Coca-Cola Enterprises

Media and Campaigns

‘Nudge: Improving Decisions about Health, Wealth and Happiness’ by Richard Thaler and Cass R. Sunstein

Nudge is about choices—how we make them and how we can make better ones. Drawing on decades of research in the fields of behavioural science and economics, authors Richard H. Thaler and Cass R. Sunstein offer a new perspective on the choices we make.

‘Risk Issues and Crisis Management in Public Relations: A casebook of best practice’ by Michael Register and Judy Larkin

This book defines reputation, explores how to value it and provides practical guidelines for effective reputation management.

Digital

‘Dataclism - what our online lives tell us about our offline selves’ by Christian Rudder

Drawing on data from OKCupid, Google, Facebook, and more, Christian Rudder reveals our hopes, fears, dreams and desires.



‘Information is Beautiful’ by David McCandless

This is a visual journey through the most revealing trends, offering inspiration on how to visualise your data.

Strategic Engagement/External Affairs

‘Public Affairs in Practice: A Practical Guide to Lobbying’ by Stuart Thomson and Steve John

A full guide to all aspects and tasks within the wider public affairs industry.

‘New Strategies for Reputation Management: Gaining control of Issues, Crises and Corporate Social Responsibility’ by Andrew Griffin

A modern guide to reputation management, incorporating the impact of social media, and how to cultivate better reputations amongst the general public and stakeholders.

Leadership

‘Lean In: Women Work and the Will to Lead’ by Sheryl Sandberg

Learning to 'lean in' is about tackling the anxieties and preconceptions that stop women reaching the top.

‘Grit: The Power of Passion and Perseverance’ by Angela Duckworth

Pioneering psychologist Angela Duckworth shows anyone striving to succeed that the secret to outstanding achievement is not just talent but a special blend of passion and persistence she calls "grit."

Society

‘Fake News: A Roadmap by King’s College London and NATO StratCom COE

Fifteen MA students from the Department of War Studies have collaborated with NATO to publish the first definitive analysis of the growing phenomenon of ‘fake news’ in a new book, ‘Fake News: A Roadmap’ launched in February 2018.