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Edited by **Howard Nothhaft**, Lund University, Sweden, **Kelly Page Werder**, University of South Florida, USA, **Dejan Verčič**, University of Ljubljana, Slovenia, and **Ansgar Zerfass**, Leipzig University, Germany

This book examines the state of strategic communication as a discipline and how it has emerged as a unique area of scholarship in the beginning of the 21<sup>st</sup> century. Of interest to those studying communication from the perspectives of communication science, management theory, organizational studies, or business administration, this volume will also be useful for readers who are new to strategic communication, and who are interested in the field for its new avenues of research. This book was originally published as a special issue of the *International Journal of Strategic Communication*.

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## FUTURE DIRECTIONS OF STRATEGIC COMMUNICATION

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