

# New Communication Books

The following new books are in [Weis Library](#) and available for students, faculty, and staff to use or borrow. Please see the call number for each book to locate it within the library.

## [The Attention Merchants: The Epic Scramble to Get Inside Our Heads](#)

By Tim Wu. Alfred A. Knopf, 2017.

HF5811 .W82 2017

## [A Century of Communication Studies: The Unfinished Conversation](#)

Edited by P. J. Gehrke and W. M. Keith. Routledge, 2015.

P91.5 .U5 C47 2015

## [Excellence in Internal Communication Management](#)

By Rita Linjuan Men et al. Business Expert Press, 2017.

HF5718 .M454 2017

## [Evaluating Media Bias](#)

By Adam Joseph Schiffer. Rowman & Littlefield, 2018.

PN4888 .O25 S35 2018

## [Getting Through: The Pleasures and Perils of Cross-Cultural Communication](#)

By Roger J. Kreuz and Richard Roberts. MIT Press, 2017.

P94.6 .K74 2017

## [Misinformation and Mass Audiences](#)

Edited by B. G. Southwell et al. University of Texas Press, 2018.

P91.27 .M57 2018

## [A Practical Guide to Ethics in Public Relations](#)

By Regina Luttrell and Jamie Ward. Rowman & Littlefield, 2018.

HM1221 .L87 2018

**Social Media Campaigns: Strategies for Public Relations and Marketing**

By Carolyn Mae Kim. Routledge, 2016.

HD59 .K558 2016

**Stealth Communications: The Spectacular Rise of Public Relations**

By Sue Curry Jansen. Polity Press, 2017.

HD59 .J366 2017

**Strategic Communication, Social Media and Democracy: The Challenge of the Digital Naturals**

Edited by W. T. Coombs et al. Routledge, 2017.

HM742 .S7 2017

**The Watchdog Still Barks: How Accountability Reporting Evolved for the Digital Age**

By Beth Knobel. Fordham University Press, 2018.

PN4888 .I56 K56 2018

**Young People and the Future of News: Social Media and the Rise of Connective Journalism**

By Lynn Schofield Clark and Regina M. Marchi. Cambridge University Press, 2017.

PN4867.2 .C57 2017