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### International Journal of Strategic Communication

The *International Journal of Strategic Communication* is part of an international effort to integrate various communication disciplines such as marketing and managerial communication, public relations, political and health communication, social marketing/information campaigns, technical communication, and even international relations and public diplomacy into a coherent body of knowledge.

Formal communication practice takes place in different formats and contexts in virtually every society on the globe. For the past 30 years or so there have been increasing calls for integrating these various practices into a coherent body of knowledge. These specialties are all involved in the intentional use of communications to help organizations advance their missions and attain organizational goals. Similar strategies, theories and concepts are used across these contexts, but often without making logical connections or cross-references from other disciplines. Cross referencing theories from different disciplines might enlighten researchers on this single notion: how communicators who act on behalf of another person or body can use this knowledge to improve practice and understand their impact on society.

Thus, we invite scholars who study communication practice in every sector of society --from trade and industry to politics, nonprofits, activist groups, and even celebrities in the sports and entertainment industries -- to help us better define this field of study. Already the first issues of *IJSC* have published research from Africa, Australia, various European countries, and the United States. Upcoming issues include articles from Asia and the Far East. Topics and methodologies run the gamut from critical and theoretical essays to articles using qualitative and quantitative methodologies. We particularly encourage diversity in type of article and methodology because these differ from country to country, and we do not wish to create a particular hegemonic approach to the study of this new field. We often work with authors to improve their articles if we believe the content is relevant and new and brings insight from a part of the globe that has been neglected in the past. Our truly international editorial board helps us in this regard.

If you are not sure whether your research fits into the journal, or what this study entails, please follow see [Defining Strategic Communication](#). This is the inaugural article to the journal written by five scholars from different parts of the globe that set out to provide guidelines for the study of strategic communication. Also, for more information on submission and other criteria, visit [www.strategiccommunication.info](http://www.strategiccommunication.info).

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