Selected Bibliography

Content Strategy

Books

• Jones, Coleen. *Clout: The Art and Science of Influential Web Content*
• Kissane, Erin. *The Elements of Content Strategy*
• McGrane, Karen. *Content Strategy for Mobile* (forthcoming)
• Redish, Ginny. *Letting Go of the Words: Writing Web Content that Works*

Articles

• Halvorson, Kristina. *The Discipline of Content Strategy*  
  [Link](http://www.alistapart.com/articles/thedisciplineofcontentstrategy)
• Lovinger, Rachel. *Content Strategy: The Philosophy of Data*  
  [Link](http://www.boxesandarrows.com/view/content-strategy-the)
• Macintyre, Jeffrey. *Content-tious Strategy*  
  [Link](http://www.alistapart.com/articles/contenttiousstrategy)
• Kahn, Jonathan. *Strategic Content Management*  
  [Link](http://www.alistapart.com/articles/strategic-content-management/)
• Koczon, Cameron. *Orbital Content*  
  [Link](http://www.alistapart.com/articles/orbital-content/)
• Scime, Erin. *The Content Strategist as Digital Curator*  
  [Link](http://www.alistapart.com/articles/content-strategist-as-digital-curato)
• Wachter-Boettcher, Sara. *Future-Ready Content*  
  [Link](http://www.alistapart.com/articles/future-ready-content/)

Additional Resources (Blogs, Newsletters, Social Media, Presentations)

• Google Groups: Content Strategy
• LinkedIn: Content Strategy
• Brain Traffic: [Link](http://blog.braintraffic.com/)
• Intentional Design: [Link](http://intentionaldesign.ca/)
• Lucid Plot: [Link](http://lucidplot.com/category/content-strategy/)
• Richard Ingram: [Link](http://www.richardingram.co.uk/)
• The Content Strategy Noob: [Link](http://contentstrategy.rsgracey.com/)
• Scatter/Gather: [Link](http://scattergather.razorfish.com/)

Books
• Garrett, Jesse James. *The Elements of User Experience*
• Gustafson, Aaron. *Adaptive Web Design: Crafting Rich Experiences with Progressive Enhancement*
• Marcotte, Ethan. *Responsive Web Design*
• Wodtke, Christina and Austin Govella. *Information Architecture: Blueprints for the Web* (2nd Edition)
• Wroblewski, Luke. *Mobile First*
• Zeldman, Jeffrey. *Designing with Web Standards*

Additional Resources (Blogs, Newsletters, Social Media, Presentations)
• A List Apart: [http://www.alistapart.com/](http://www.alistapart.com/)
• Boxes & Arrows: [http://boxesandarrows.com/](http://boxesandarrows.com/)