resources

# Lecture 13 – Online magazines and journals

**Here’s a comprehensive list of online journals and magazines you can add to your favorites list. Many of the have RSS feeds you could subscribe to.**

1. [**A List Apart**](http://alistapart.com/)**:** [content strategy articles](http://alistapart.com/topic/content-strategy)

<https://alistapart.com/>

1. [**Boxes and Arrows**](http://boxesandarrows.com/)**:** [content strategy](http://boxesandarrows.com/index.php?s=content+strategy) articles

<http://boxesandarrows.com>

1. [**Contents magazine**](http://contentsmagazine.com/)

<http://contentsmagazine.com/>

1. [**Medium**](https://medium.com/)**:**[search content strategy](https://medium.com/search?q=content%20strategy)

<https://medium.com/search?q=content%20strategy>

1. **Gather Content**

<https://gathercontent.com/blog/>

1. **Contently**

<https://contently.com/>

1. **UX Booth:** content strategy articles

<http://www.uxbooth.com/categories/content-strategy/>

1. **UX magazine:** content strategy articles

<http://uxmag.com/search-results?keyword=content+strategy&=Apply>

1. **UX Matters:** content strategy articles

<https://www.uxmatters.com/topics/strategy/content-strategy/>

# seminal books on content strategy

**Here are 10 books that routinely make it to the most-read lists and book shelves of prolific content strategists**.

1. [**Content Strategy for the Web**](http://www.amazon.com/gp/product/0321620062/ref%3Das_li_ss_tl?ie=UTF8&camp=1789&creative=390957&creativeASIN=0321620062&linkCode=as2&tag=wsa0b-20)by Kristina Halvorson and Melissa Rach

[https://www.amazon.com/gp/product/0321620062/ref=as\_li\_ss\_tl?ie=UTF8&camp=1789&creative=390957&creativeASIN=0321620062&linkCode=as2&tag=wsa0b-20](https://www.amazon.com/gp/product/0321620062/ref%3Das_li_ss_tl?ie=UTF8&camp=1789&creative=390957&creativeASIN=0321620062&linkCode=as2&tag=wsa0b-20)

1. [**The Web Content Strategist’s Bible**](http://www.amazon.com/gp/product/1441482628/ref%3Das_li_ss_tl?ie=UTF8&camp=1789&creative=390957&creativeASIN=1441482628&linkCode=as2&tag=wsa0b-20) **by Ric**hard Sheffield

[https://www.amazon.com/gp/product/1441482628/ref=as\_li\_ss\_tl?ie=UTF8&camp=1789&creative=390957&creativeASIN=1441482628&linkCode=as2&tag=wsa0b-20](https://www.amazon.com/gp/product/1441482628/ref%3Das_li_ss_tl?ie=UTF8&camp=1789&creative=390957&creativeASIN=1441482628&linkCode=as2&tag=wsa0b-20)

1. [**The Elements of Content Strategy**](http://www.amazon.com/gp/product/B004ZRFJ4G/ref%3Das_li_ss_tl?ie=UTF8&camp=1789&creative=390957&creativeASIN=B004ZRFJ4G&linkCode=as2&tag=wsa0b-20)by Erin Kissane

[https://www.amazon.com/gp/product/B004ZRFJ4G/ref=as\_li\_ss\_tl?ie=UTF8&camp=1789&creative=390957&creativeASIN=B004ZRFJ4G&linkCode=as2&tag=wsa0b-20](https://www.amazon.com/gp/product/B004ZRFJ4G/ref%3Das_li_ss_tl?ie=UTF8&camp=1789&creative=390957&creativeASIN=B004ZRFJ4G&linkCode=as2&tag=wsa0b-20)

1. [**Clout: The Art & Science of Influential Web Content**](http://www.amazon.com/gp/product/0321733010/ref%3Das_li_ss_tl?ie=UTF8&camp=1789&creative=390957&creativeASIN=0321733010&linkCode=as2&tag=wsa0b-20)by Colleen Jones

[https://www.amazon.com/gp/product/0321733010/ref=as\_li\_ss\_tl?ie=UTF8&camp=1789&creative=390957&creativeASIN=0321733010&linkCode=as2&tag=wsa0b-20](https://www.amazon.com/gp/product/0321733010/ref%3Das_li_ss_tl?ie=UTF8&camp=1789&creative=390957&creativeASIN=0321733010&linkCode=as2&tag=wsa0b-20)

1. **Let**[**ting Go of the Words**](http://www.amazon.com/gp/product/0123859301/ref%3Das_li_ss_tl?ie=UTF8&camp=1789&creative=390957&creativeASIN=0123859301&linkCode=as2&tag=wsa0b-20)by Janice (Ginny) Redish

[https://www.amazon.com/gp/product/0123859301/ref=as\_li\_ss\_tl?ie=UTF8&camp=1789&creative=390957&creativeASIN=0123859301&linkCode=as2&tag=wsa0b-20](https://www.amazon.com/gp/product/0123859301/ref%3Das_li_ss_tl?ie=UTF8&camp=1789&creative=390957&creativeASIN=0123859301&linkCode=as2&tag=wsa0b-20)

1. [**Content Strategy at Work**](http://www.amazon.com/gp/product/0123919223/ref%3Das_li_ss_tl?ie=UTF8&camp=1789&creative=390957&creativeASIN=0123919223&linkCode=as2&tag=wsa0b-20)by Margot Bloomstein

[https://www.amazon.com/gp/product/0123919223/ref=as\_li\_ss\_tl?ie=UTF8&camp=1789&creative=390957&creativeASIN=0123919223&linkCode=as2&tag=wsa0b-20](https://www.amazon.com/gp/product/0123919223/ref%3Das_li_ss_tl?ie=UTF8&camp=1789&creative=390957&creativeASIN=0123919223&linkCode=as2&tag=wsa0b-20)

1. [**Content Everywhere: Strategy and Structure for Future-Ready Content**](http://amzn.to/1nTPZVg)by Sara Wachter-Boettcher

[https://www.amazon.com/Content-Everywhere-Strategy-Structure-Future-Ready/dp/193382087X/ref=as\_li\_ss\_tl?ie=UTF8&qid=1454099503&sr=8-1&keywords=Content+Everywhere+Sara+wachter&linkCode=sl1&tag=uxbo09-20&linkId=6b8c8f73afeca8b75277038defc52dd9](https://www.amazon.com/Content-Everywhere-Strategy-Structure-Future-Ready/dp/193382087X/ref%3Das_li_ss_tl?ie=UTF8&qid=1454099503&sr=8-1&keywords=Content+Everywhere+Sara+wachter&linkCode=sl1&tag=uxbo09-20&linkId=6b8c8f73afeca8b75277038defc52dd9)

1. [**The Language of Content Strategy**](http://amzn.to/1QxMuNP)by Scott Abel and Rahel Ann Bailie

[https://www.amazon.com/dp/1937434346/ref=as\_li\_ss\_tl?tag=xp03c-20&linkCode=sl1&tag=uxbo09-20&linkId=ce3bb5c983c0d3f76e1f1f6ba1f8c32c](https://www.amazon.com/dp/1937434346/ref%3Das_li_ss_tl?tag=xp03c-20&linkCode=sl1&tag=uxbo09-20&linkId=ce3bb5c983c0d3f76e1f1f6ba1f8c32c)

1. [**100 Things Every Designer Needs to Know about People**](https://www.amazon.com/Things-Designer-People-Voices-Matter/dp/0321767535/ref%3Dsr_1_1?ie=UTF8&qid=1391633295&sr=8-1&keywords=100+things+every+designer+needs+to+know+about+people)by Susan Weinschenk

[https://www.amazon.com/Things-Designer-People-Voices-Matter/dp/0321767535/ref=sr\_1\_1?ie=UTF8&qid=1391633295&sr=8-1&keywords=100+things+every+designer+needs+to+know+about+people](https://www.amazon.com/Things-Designer-People-Voices-Matter/dp/0321767535/ref%3Dsr_1_1?ie=UTF8&qid=1391633295&sr=8-1&keywords=100+things+every+designer+needs+to+know+about+people)

1. [**Don’t Make Me Think**](https://www.amazon.com/Dont-Make-Think-Revisited-Usability/dp/0321965515/ref%3Dlh_ni_t?ie=UTF8&psc=1&smid=ATVPDKIKX0DER) **by** Steve Krug

[https://www.amazon.com/Dont-Make-Think-Revisited-Usability/dp/0321965515/ref=lh\_ni\_t?ie=UTF8&psc=1&smid=ATVPDKIKX0DER](https://www.amazon.com/Dont-Make-Think-Revisited-Usability/dp/0321965515/ref%3Dlh_ni_t?ie=UTF8&psc=1&smid=ATVPDKIKX0DER)

# influencers in the field

Here are some thinkers, pioneers and influencers in the field that you can follow. 

**Rachel Lovinger**

**Twitter handle**: [@rlovinger](http://twitter.com/rlovinger)

**Email:** rachel.lovinger@gmail.com

**Website**: [rachellovinger.com](http://rachellovinger.com/)

**Seminal article**: [Content Strategy: The Philosophy of Data](http://boxesandarrows.com/content-strategy-the-philosophy-of-data/) (Boxes and Arrows)

**Comprehensive PowerPoint presentation**: [Metadata is a Love Note to the Future](http://www.slideshare.net/rlovinger/metadata-is-a-love-note-to-the-future)

**Kristina halverson**

**Twitter handles**: [@halvorson](https://twitter.com/halvorson) I [@BrainTraffic](https://twitter.com/BrainTraffic)

**Books**: [Content Strategy for the Web](http://amzn.to/1SpjPfJ)

**Seminal article**: [The Discipline of Content Strategy](http://alistapart.com/article/thedisciplineofcontentstrategy)
(A List Apart)

**PPT**: [Content Strategy for Everything](http://www.slideshare.net/khalvorson/content-strategy-for-everything)

**Colleen Jones**

**Twitter handle**: ([@leenjones](http://twitter.com/leenjones))

**Book**: [Clout: The Art & Science of Influential Web Content](http://content-science.com/clout-the-book).

**Seminal article**: [Avoid Death by Digital with a New Content Measurement Mindset](https://review.content-science.com/2017/09/avoid-death-by-digital-with-a-new-content-measurement-mindset/) (Content Science Review)

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**Ahava Leibtag**

**Twitter handle**: ([@ahaval](https://twitter.com/ahaval))

**Book**: [The Digital Crown: Winning at Content on the Web](https://www.amazon.com/The-Digital-Crown-Winning-Content/dp/0124076742/ref%3Das_li_ss_tl?ie=UTF8&linkCode=sl1&tag=uxbo09-20&linkId=fa002196c28bbadbfdb37d04198f9f4a)

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**Gerry McGovern**

**Twitter handle**: ([@gerrymcgovern](https://twitter.com/gerrymcgovern))

**Book**: [Killer Web Content](https://www.amazon.com/Killer-Web-Content-Deliver-Service/dp/071367704X/ref%3Das_li_ss_tl?ie=UTF8&refRID=1MPPM7C04W7AGSZVK2JN&linkCode=sl1&tag=uxbo09-20&linkId=f3c57394fcc56614df8648b9b4a2b5de)

**Blog**: [Insights](http://gerrymcgovern.com/new-thinking/)

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**Jeffrey MacIntyre**

**Twitter handle:** [@jeffmacintyre](https://twitter.com/jeffmacintyre)

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**Melissa Rach**

**Twitter handle**: ([@melissarach](https://twitter.com/melissarach))