

## PUBLICATIONS

### Refereed Journal Articles

- **Christensen, L. T.**, Morsing, M and Thyssen, O. (forthcoming). Timely Hypocrisy? The Temporal Dynamics of Hypocrisy in CSR. Forthcoming in *Journal of Business Research*.
- **Christensen, L.T.**, Kärreman, D. & Rasche, A. (2019). Bullshit and Organization Studies. Forthcoming in *Organization Studies* ("X and Organization Studies" series).  
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- Christensen, E., & **Christensen, L.T.** (2018). Dialogics of Strategic Communication: Embracing Conflicting Logics in an Emerging Field. *Corporate Communication: An International Journal*, 23(3): 438–455.
- **Christensen, L.T.**, & Svensson, E. (2017). The Nature of Strategic Communication: A Rejoinder to Nothhaft. *International Journal of Strategic Communication*, 11(3) 2017: 180–183.
- **Christensen, L.T.** & Cornelissen, J.P. (2017). Construindo pontes entre a comunicação organizacional e a comunicação corporativa: Revisão, desenvolvimento e olhares para o future. *Impactum*, 4, 39–69.
- **Christensen, L.T.**, Morsing, M., & Thyssen, O. (2017). License to Critique: A Communication Perspective on Sustainability Standards. *Business Ethics Quarterly*, 27(2): 239–262.
- **Christensen, L.T.** (2016). Pure Self-Seduction? Toward a Critique of Georg Jensen's Branding Assumptions. *Management Communication Quarterly*, 30(1): 121–142.
- **Christensen, L.T.**, M. Morsing, & O. Thyssen (2015). The polyphony of values and the value of polyphony. *ESSACHESS. Journal for Communication Studies*, 8, 1(15): 9–25.
- Flyverbom, M., **Christensen, L.T.**, & H.K. Hansen (2015). The transparency–power nexus: Observational and regularizing control. *Management Communication Quarterly*, 29(3): 385–410.
- **Christensen, L.T.**, Morsing, M. & Thyssen, O. (2015). Discursive closure and discursive openings in sustainability. *Management Communication Quarterly*, 29(19): 135–144.
- **Christensen, L.T.** & G. Cheney (2015). Peering into transparency: Challenging ideals, proxies and organizational practices. *Communication Theory*, 25: 70–90.
- Hansen, H.K., **Christensen, L.T.** & M. Flyverbom (2015). Logics of transparency in late modernity: Paradoxes, mediation and governance. *European Journal of Social Theory*, 18 (2): 117–131.
- **Christensen, L.T.** & Cornelissen, J.P. (2015). Organizational Transparency as Myth and Metaphor. *European Journal of Social Theory*, 18 (2): 132–149.
- **Christensen, L.T.**, Morsing, M. & Thyssen, O. (2013). CSR as Aspirational Talk. *Organization* 20 (3), 372–393.
- Cornelissen, J.P., Kenuthia, K. & **Christensen, L.T.** (2012). Corporate brands and identity: Developing stronger theory and a call for shifting the debate. *European Journal of Marketing* 46 (7/8), 1093–1102.
- **Christensen, L.T.** & Cornelissen, J.P. (2011). Bridging corporate and organizational communication: Review, development and a look to the future. *Management Communication Quarterly*, 25 (3), 383–414.
- **Christensen, L.T.**, Firat, A.F. & Cornelissen, J. (2009). New Tensions and Challenges in Integrated Communications. *Corporate Communication: An International Journal*, Vol. 14/2,

pp.207–219. [OUTSTANDING PAPER AWARD WINNER at the Literati Network Awards for Excellence 2010.](#)

- **Christensen, L.T.**, Firat, A.F. & Torp, S. (2008). The Organization of Integrated Communications: Toward Flexible Integration. *European Journal of Marketing*, Vol. 42 No. 3/4, pp. 423–452.
- Cornelissen, J., Oswick, C., **Christensen, L.T.** & Phillips, N. (2008). Metaphor in Organizational Research: An Introduction, a Synthesis and a Consideration of Implications for Research. *Organization Studies*, 29 (01), pp. 7–22.
- **Christensen, L.T.**, Cornelissen, J. & Morsing, M. (2007). Corporate Communication and its Receptions: A Comment on Llewellyn and Harrison. *Human Relations*, 60 (4), pp. 653–661.
- **Christensen, L.T.**, Andersen, L. P. & Marcussen, M. (2007). Being Montana: Et signalement af vor tids virksomhedskommunikation. *Mediekultur*, Vol. 41/42, pp. 101–115.
- Cheney, G. & **Christensen, L.T.** (2006). What Should Public Relations Theory Do, Practically Speaking? *Journal of Communication Management*, Vol. 10 (1), pp.100–102.
- **Christensen, L.T.**, Torp, S. & Firat, A.F. (2005). Integrated Marketing Communication and Postmodernity: An Odd Couple? *Corporate Communication: An International Journal*, Vol. 10/2, May 2005, 156–167.
- **Christensen, L.T.** (2004). Det forførende medie. Om autokommunikation i markedsføringen. *Mediekultur*, Nr. 37 2004 (juni), pp.14–23.
- **Christensen, L.T.** (2002). Corporate Communication: The Challenge of Transparency. *Corporate Communication: An International Journal*, Vol. 7/3, August 2002, 162–168.
- **Christensen, L.T.** & Askegaard, S. (2001). Corporate Identity and Corporate Image Revisited. A Semiotic Perspective. *European Journal of Marketing*, Vol. 35/4, pp.292–315.
- **Christensen, L.T.** (2000). Marketing as Communication Technology: Paradoxes and Dialogics. *Consumption, Markets and Culture*, Vol. 4 (1). pp.1–21.
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- **Christensen, L.T.** (1995). Buffering Organizational Identity in the Marketing Culture. *Organization Studies*, Vol. 16/4, 651–672.

## Books

- Cheney, G., **Christensen, L.T.**, Zorn, T. & Ganesh, S. (2011). *Organizational Communication in an Age of Globalization: Issues, Reflections, Practices*. Waveland Press, Inc., Chicago. 2nd. Ed. [Awarded TEXTBOOK OF THE YEAR by National Communication Association, San Francisco, November 2010.](#)
- **Christensen, L.T.**, Morsing, M. & Cheney, G. (2008). *Corporate Communications. Convention, Complexity and Critique*. London: Sage.
- **Christensen, L.T.** & Morsing, M. (2008). *Bagom Corporate Communication*. 2. udg. København: Samfundslitteratur.
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- Cheney, G., **Christensen, L.T.**, Zorn, T. & Ganesh, S. (2004). *Organizational Communication in an Age of Globalization: Issues, Reflections, Practices*. Waveland Press, Inc., Chicago.
- **Christensen, L.T.** (2003). *Markedskommunikation som Organiseringssmåde. En Kulturteoretisk Analyse*. 2. Ed. København: Akademisk Forlag.

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### Book Chapters

- **Christensen, L.T.** (2017). Autocommunication. Entry forthcoming in *The International Encyclopedia of Strategic Communication*.
- **Christensen, L.T.** & Schoeneborn, D. (2017). The Corporate Construction of Transparency and Intransparency. In Morsing, M., Rasche, A. & Moon, J. (Eds.) *Governing Corporate Social Responsibility* (pp. 350–370). Cambridge University Press.
- **Christensen, L.T.**, Morsing, M. & Thyssen, O. (2016). Strategic Aspirations. In C. Carroll (ed.), *The SAGE Encyclopedia of Corporate Reputation* (pp. 818–821). Thousand Oaks, CA: Sage.
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- **Christensen, L.T.** & Cornelissen, J.P. (2013). Bridging corporate and organizational communication: Review, development and a look to the future. In: Zerfass, A., Rademacher, L., & Wehmeier, S. (Hrsg.). (2013). *Organisationskommunikation und Public Relations. Forschungsparadigmen und neue Perspektiven*. Wiesbaden, Deutschland: Springer, pp.43–72.
- **Christensen, L.T.** & Cheney, G. (2011). Interrogating the communicative dimensions of corporate social responsibility. In: Ihlen, Ø., Bartlett, J., & May, S. (Eds.). (2011). *Handbook of communication and corporate social responsibility*. Malden, MA: Wiley-Blackwell, pp.491–504.
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- **Christensen, L.T.** & Langer, R. (2009). Public Relations and the Strategic Use of Transparency. Consistency, Hypocrisy and Corporate Change. In R.L. Heath, E. Toth & D. Waymer(eds.), *Rhetorical and Critical Approaches to Public Relations II*. Hillsdale, New York: Routledge, pp. 129–153.

- **Christensen, L.T.** (2008). Corporate and Organizational Identity. In *The Blackwell International Encyclopedia of Communication*, Wolfgang Donsbach (ed.). Malden, MA: Blackwell Publishing Ltd., pp. 1014–1019.
- **Christensen, L.T.** & Morsing, M. (2008). Fra produktbranding til corporate branding. In K. Eiberg, E. Karsholt & S. Torp (eds), *Integreret markeds kommunikation*. København: Samfundslitteratur, pp.29–40.
- **Christensen, L.T.** (2007). The Discourse of Corporate Social Responsibility: Postmodern Remarks. In May, Steve Cheney, George & Roper, Juliet (eds.), *The Debate over Corporate Social Responsibility*. Oxford University Press, pp. 448–458.
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- **Christensen, L.T.** & Jones, R. (1996). En symmetrisk dialog om miljøspørgsmålet? En kritisk analyse af nye dialogformer mellem virksomheder og forbrugere. In John Parm Ulhøi & Henning Madsen (Eds.). *Miljøledelse – tanker, erfaringer og visioner*. Børsens Forlag 1996, pp.151–167.
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#### Business Articles

- **Christensen, L.T.** (2007). “Walk talks, talk walks …og shit happens.” *Market*, 21, pp. 16–22.

- **Christensen, L.T.** & Morsing, M. (2004). Bagom corporate communication *Brandbase News*, nr. 9, pp.8-9.
- **Christensen, L.T.** (2004). Partnerskabernes demokratiske underskud. *Miljøsk*, Nr. 34 (Januar '04), pp.16-19.
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- **Christensen, L.T.** (1995). Når virksomheden taler med sig selv. Auto-kommunikativ ledelse. *Ledelse i dag*, Nr. 20 (Winter 1995), pp.32-42.
- **Christensen, L.T.** (1994). Talking to Ourselves: Management through Auto-Communication. *MTC Kontakten*, (Marknadstekniskt Centrum, Stockholm), Jubilæumstidsskrift 1994, pp.32-37.

### Proceedings

- Cornelissen, J., **Christensen, L.T.** & Vijn, P. (2006). Understanding the Development and Diffusion of Integrated Marketing Communications (IMC): A Metaphorical Perspective. *NRG Working Paper Series*, no. 06-02 (January 2006).
- **Christensen, L.T.** (1999). The Organization as Sender and Receiver: Carrying the Marketing Communication Process Full Circle." In Yves Evrard, Wayne D. Hoyer & Alain Strazzeri (eds.). *Proceedings of the Third International Research Seminar on Marketing Communications and Consumer Behavior*, 1999. Institut d'Administration des Entreprises d'Aix-en-Provence, pp.118-134.
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