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*Rachel Barker is a Professor at the Department of Communication Science, Unisa. If you refer to this, use the following: Barker, R. 2013. Strategic integrated communication: an alternative perspective of integrated marketing.

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Question 1 1.1

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Provide a brief description of your understanding of the term „organisation“ . (4)

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Knowledge Management as Change Agent for Strategic Integrated Communication and Leadership Paradigms: A Critical Review, University of Hawaii, Honolulu, Hawaii, 19-20 April 2016. Barker, R. 2016. Knowledge management as change agent to ensure the sustainability of emerging knowledge organizations, in Proceedings of The 17 th European Conference on Knowledge Management, 1-2 September 2016, Belfast, Ireland.

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International Journal of
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