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Department of Communication Science. University of South Africa. barker@unisa.ac.za. Tel: 012 4296772. Fax: 012 4293346. *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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Integrated online communication

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REFINING COMMUNICATION INTEGRATION - *ANGELOPULO & BARKER 2013: 40-41 -
Communication integration is the cross-functional (1) process (1) of creating and nourishing strategically determined relationships (1) with stakeholders (1) by controlling or influencing all messages to these groups (1) and engaging ...

This work adopts a multidisciplinary approach to corporate communication, including management communication, public relations, organizational behavior and change, marketing communication, and advertising. The many-faceted approach adopts the perspective of a practicing communications professional, emphasizes corporate branding, and focuses on an integrated approach to communication.

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Fair Trade In CSR Strategy of Global Retailers shows how retailers can improve the success of their fair trade strategy. Using Polish market research, the authors analyze the aggressive and detrimental competition between retailers such as Ikea, and Tesco to emphasize the benefits of CSR strategy for stakeholders and society at large.

In Managing Organizations Stewart Clegg, Cynthia Hardy and Walter Nord explore the major issues and debates in management and organization. The textbook addresses key topics such as leadership, decision-making and innovation in organizations alongside such themes as diversity, globalization and ecology. Students and teachers of management will find this a comprehensive and wide-ranging resource on the core issues for contemporary managers and organizations.

Communication in organizations has changed drastically since the release of the first edition of this bestselling textbook. This fully revised and updated edition delves into state-of-the-art studies, providing fresh insights into the challenges that organizations face today. Yet this foundational resource remains a cornerstone in the examination of classic research and theory in organization communication.

For years, technology has been the impetus for progress in various processes, systems, and businesses; it shows no sign of ceasing further development. The application of technology-driven processes in promotionally-oriented environments has become more and more common in today's business world. Computer-Mediated Marketing Strategies: Social Media and Online Brand Communities brings together marketing approaches and the application of current technology, such as social networking arenas, to show how this interaction creates a successful competitive advantage. Focusing on qualitative research,

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various technological tools, and diverse Internet environments, this book is a necessary reference source for academics, management practitioners, students, and professionals interested in the application of technology in promotionally-oriented processes.

The latest advances in technology development have been particularly useful to actor-network theory as a structure for much of its research. With a socio-technical approach to the understanding of information systems and applications, the actor-network theory aims to bring support for social influence on technological innovations. Social and Professional Applications of Actor-Network Theory for Technology Development presents a platform for the approaches and implementations on the actor-network theory and its relationship with technology development. This book provides researchers and practitioners with a better understanding of the usefulness of the social and technical connection.

Marketing Communications is a must have text that acknowledges the most important task faced by any marketing communications practitioner is to identify and select an optimum promotions mix to help achieve an organisation's business objectives.

Race and inequality have always been sensitive topics in South African society due to its colonial past, diverse social composition and apartheid legacy of legal discrimination against people on the basis of their skin colour. Racial tensions seem to be escalating in South African society and disturbing racialised rhetoric and slogans are re-entering the political and social landscape. Another disturbing phenomenon has been violent incidents of xenophobia against African immigrants. The question probed by this book is: What perspectives can theology offer in addressing the roots of racism, inequality and xenophobia in

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South Africa and how can it and the church contribute to reconciliation and a sense of togetherness among South African citizens? Various methodologies and approaches are used to address this question. In chapter 1, Theuns Eloff employs a historical and socio-analytical approach to describe the social context that has given rise, and is still giving impetus to racism and other forms of intolerance in South African society. Nico Vorster approaches the issue of distorted racial identity constructions from a theological-anthropological perspective. Utilising various empirical studies, he attempts to provide conceptual clarity to the concepts of racism, nationalism, ethnocentrism and xenophobia, and maps the various racisms that we find in South Africa. His contribution concludes with a theological-anthropological discussion on ways in which theology can deconstruct distorted identities and contribute to the development of authentic identities. Koos Vorster provides a theological-ethical perspective on social stratification in South Africa. He identifies the patterns inherent to the institutionalisation of racist social structures and argues that many of these patterns are still present, albeit in a new disguise, in the South African social order. Jan du Rand provides in chapter 4 a semantic discussion of the notions of race and xenophobia. He argues that racist ideologies are not constructed on a factual basis, but that racial ideologies use semantic notions to construct social myths that enable them to attain power and justify the exploitation and oppression of the other. Du Rand's second contribution in chapter 5 provides Reformed exegetical and hermeneutic perspectives on various passages and themes in the Bible that relate to anthropology, xenophobia and the imperative to xenophilia [love of the stranger]. Dirk Van der Merwe's contribution analyses, evaluates, and compares both contemporary literature and ancient texts of the Bible to develop a model that can enable churches to promote reconciliation in society, while Ferdi Kruger investigates the various ways in which language can be used as a tool to disseminate hate speech. He offers an analytical description of hate language, provides normative perspectives on the duty

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to counter hate speech through truth speaking and phronesis (wisdom) and concludes with practical-theological perspectives that might enable us to address problematic praxis. Reggie Nel explores the Confessions of Belhar and the Declaration of Accra as theological lenses to provide markers for public witness in a postcolonial South African setting. The volume concludes with Riaan Rheeder's Christian bioethical perspective on inequality in the health sector of sub-Saharan Africa. This book contains original research. No part was plagiarised or published elsewhere. The target audience are theologians, ministers and the Christian community, but social activists, social scientists, politicians, political theorists, sociologists and psychologists might also find the book applicable to their fields.

This collected work, written primarily by practical theologians, reflects on the phenomenon of corruption in the liberal democracy of post-apartheid South Africa. Liberal democracy has considerable salience in the contemporary world. Not only is it the form that many of the world's most powerful and influential nations approve of, but it is a political system that has been tried – and used – by many developing countries. South Africa is described as predominantly Christian, and in such a context corruption should not be expected. However, it is strongly prevalent and undermines the values of both democracy and Christianity. Not only does corruption promote a general lack of trust in institutions and leadership, but it stimulates a perpetual culture of corruption that invades all spheres of life. The book suggests strategies for redressing the current ‘culture of corruption’. Although the chapters represent different perspectives, the shared objective is to emphasise that corruption is unethical, as well as to describe and explain why it is taking place and how the situation should appear. The explanation focuses on the negative consequence of corruption: it does not respect human dignity or the ‘otherness’ of others; it exacerbates poverty; it weakens religious values and norms; and it is not conducive to social

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cohesion in the country. The authors also share the theological premise that God is present in this world. In the kingdom of God, believers are encouraged to participate in the "clean-up" process which includes combating the phenomenon of corruption.

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