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Rachel Barker is an associate professor in the department of communication science at the University of South Africa. George Charles Angelopulo is a teacher at the University of South Africa and a...

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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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Communication in the organisation Question 1

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

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