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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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2. Angelopulo, GC & Barker, R. (eds). 2013. Integrated organisational communication. 2nd edition. Lansdowne: Juta. 3. Any other source that the write want to use Assignment: Communication in the organisation Question 1 1.1 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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