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Horizons in Strategic Communication: Theorising a Paradigm Shift

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Abstract

This article examines a possible future for strategic communication in the context of an emerging recovery from the global economic crisis of 2008–2009. It explores the role of strategic communication in the recovery process, and the role of strategic communication in the recovery process. It explores the role of strategic communication in the recovery process, and the role of strategic communication in the recovery process.

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