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Introduction. Strategic communication is an umbrella term to describe the activities of disciplines including public relations, management communication, and advertising. However, strategic communication is also increasingly recognized as a developing subfield within communication. As such, it explores the capacity of all

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organizations—not only corporations, but also not-for-profit organizations (including advocacy and activist groups) and government—for engaging in purposeful communication.

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4 See the discussion in Chapter Two of Paul, Christopher, Strategic

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Santa Barbara, Calif.:

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example of the latter is

the “strategic

communication” plans

of the various military

services.

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Strategic

communication can

mean either

communicating a

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concept, a process, or data that satisfies a long term strategic goal of an organization by allowing facilitation of advanced planning, or communicating over long distances usually using international telecommunications or dedicated global network assets to coordinate actions and activities of operationally significant commercial, non-commercial and

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comprises different

forms of goal-oriented

communication inside

and between

organizations, their

stakeholders and the

society. Strategic

communication is an

emerging practice and

research field

integrating established

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