

Strategic Communications in Africa: The Sub-Saharan Context

Edited by Hugh Mangeya, Isaac Mhute, Ernest Jakaza

Description

Strategic communication is a pre-requisite for the achievement of organisational goals, and an effective strategic communication plan is vital for organisational success. However, systems and models dominant in the West may not necessarily be best suited for the sub-Saharan Africa reality, where many organisations lack adequate financial resources to develop and implement an effective strategic communication plan.

This book examines current practices in sub-Saharan Africa, as well as the challenges faced and the intersection with culture. It packages inspiring debates, experiences and insights relating to strategic communication in all types of institutions, including private and public sector organisations, governmental organisations and NGOs, political parties as well as social movements in the sub-Saharan context. It explores how culture is integral to the attainment of strategic communication goals, and diverse case studies across socio-economic contexts offer insights into the successes of organisations across Africa, including Zimbabwe, Tanzania, Lesotho and Nigeria.

This unique edited collection is a valuable resource for worldwide scholars, researchers and students of strategic communication and organisational studies, as well as related fields including public relations, advertising, political and health communication and international studies.