

## **Conclusion: Strategic communication in sub-Saharan Africa and its futures**

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### **Abstract**

This conclusion presents some closing thoughts on the concepts covered in the preceding chapters of this book. The book comprises researches focusing on strategic communication issues ranging from theoretical to case studies of organisations in sub-Saharan Africa. It emphasises that strategic communication is the cornerstone for the achievement of organisational goals, missions and visions. The book presents strategic communication as a metonym for a number of organisational communication disciplines that include management communication, marketing communication, public relations, technical communication, political communication and digital social marketing campaigns. It portrays strategic communication as a social phenomenon. The book argues that overreliance on western generated symbols, values and theories/models has greatly impacted a number of organisations in sub-Saharan Africa.