In Part II, the analysis of each of the four Strands of interrelations between strategy and communication practices was completed. Part III concentrates on an integration of the individual findings into an extended, integrated framework of alternative corporate communication, and it summarises the contributions gained from this study.

In order to get to the integrative framework, in Chapter 12, at first, interdiscursivities of management practices at Intech are analysed and structured. This analysis results in seven Propositions. The interdiscursivities put forward in these Propositions form the basis for Figure 25 in which the integrated framework of alternative corporate communication is presented. This framework can be viewed as the core contribution of this study to corporate communication theory.

From Section 5 of Chapter 12 onwards, the contribution is considered in more detail. In the course of this, orthodox corporate communication theory is (1) recontextualised (see Table 15), (2) the use-value of the findings is evaluated more precisely, and (3) the relevance of the findings for practitioners is discussed. This corresponds with Gergen and Thatchenkery’s (2001, 164-167) three requirements for closing the gap from a social constructionist viewpoint.

The methodological review which closes this study deals with issues of quality of the generalisations and completeness of the analyses conducted. Suggestions for further research conclude the study.