

Communicating Company

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Part I: Theoretical context: Introduction- Purpose of the study.- Methodological considerations.-
Reference points for theory development.- Presentation of case study.- - Part II: Analysis: Analysis of
case study.- Role and analysis of context.- Coordinating the company around dynamic purposes.-
Organising by linking decisions and actions.- Facilitating implementation and change processes.-
Leveraging competitive position and distinctive competencies.- - Part III: Integration of findings: Key
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