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KEY WORDS: management theory, modernism, postmodernism, strategy, structure, innovation, creativity. 1. Introduction (Boisot & McKelvey, 2008, ii) on the verge of something called a post-modern world, or even of a post-managerial age? (Thomas, 2003, p. 209)

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and segment to target to achieve the most growth, and which unmet needs to target to help customers get the job done better.

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