Table 17. Word counts for Strand 1 – Coordinating the company around dynamic purposes: business concept theme

<table>
<thead>
<tr>
<th>Words</th>
<th>Counts</th>
<th>Related generic themes as defined in taxonomy</th>
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</thead>
<tbody>
<tr>
<td>STRATEGY</td>
<td>99</td>
<td>Strategy</td>
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<tr>
<td>CUSTOMER/CUSTOMERS</td>
<td>79</td>
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</tr>
<tr>
<td>EMPLOYEES/PEOPLE</td>
<td>68</td>
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<tr>
<td>FOCUS/FOCUSED</td>
<td>40</td>
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</tr>
<tr>
<td>ACTIVITIES/ASSETS/PORTFOLIO/PRODUCTS</td>
<td>34</td>
<td>Strategy</td>
</tr>
<tr>
<td>SUCCESS/SUCCESSFUL</td>
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<tr>
<td>CONCEPT</td>
<td>23</td>
<td>Strategy</td>
</tr>
<tr>
<td>ECONOMIC VALUE-ADDED (EVA)</td>
<td>21</td>
<td>Strategy</td>
</tr>
<tr>
<td>VISION</td>
<td>16</td>
<td>Strategy</td>
</tr>
<tr>
<td>RESPONSIBILITIES/RESPONSIBILITY/RESPONSIBLE</td>
<td>15</td>
<td>Strategy</td>
</tr>
<tr>
<td>OPPORTUNITIES</td>
<td>14</td>
<td>Strategy</td>
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<tr>
<td>INNOVATION</td>
<td>13</td>
<td>Strategy</td>
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<tr>
<td>GLOBAL</td>
<td>12</td>
<td>Strategy</td>
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<tr>
<td>CAPTIVE/INTERNAL</td>
<td>85</td>
<td>Dualities</td>
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<tr>
<td>GROWTH</td>
<td>53</td>
<td>Dualities</td>
</tr>
<tr>
<td>EXTERNAL</td>
<td>52</td>
<td>Dualities</td>
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<tr>
<td>POSITION/POSITIONING</td>
<td>50</td>
<td>Dualities</td>
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<tr>
<td>PROFIT/profitable/profitability</td>
<td>46</td>
<td>Dualities</td>
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<tr>
<td>CHANGE</td>
<td>29</td>
<td>Dualities</td>
</tr>
<tr>
<td>BALANCE</td>
<td>16</td>
<td>Dualities</td>
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<tr>
<td>HETEROGENEITY/HETEROGENOUS</td>
<td>13</td>
<td>Dualities</td>
</tr>
<tr>
<td>CONTINUITY</td>
<td>9</td>
<td>Dualities</td>
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<tr>
<td>MARKET</td>
<td>39</td>
<td>Heterogeneity</td>
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<tr>
<td>CHALLENGE/CHALLENGES</td>
<td>29</td>
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<tr>
<td>FAMILY/PARENT</td>
<td>24</td>
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<tr>
<td>BUSINESS ENVIRONMENT</td>
<td>14</td>
<td>Heterogeneity</td>
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</tbody>
</table>
Table 18. Word counts for Strand 1 – Coordinating the company around dynamic purposes: identity theme

<table>
<thead>
<tr>
<th>Words</th>
<th>Counts</th>
<th>Related generic themes as defined in taxonomy</th>
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<tbody>
<tr>
<td>CULTURAL/CULTURE</td>
<td>105</td>
<td>Culture</td>
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<tr>
<td>CHANGE</td>
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<td>Culture</td>
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<tr>
<td>VALUES/PRINCIPLES</td>
<td>117</td>
<td>Values</td>
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<td>IDENTITY</td>
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<tr>
<td>ORGANISATION</td>
<td>49</td>
<td>All</td>
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<td>EMPLOYEES/PEOPLE</td>
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<td>All</td>
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<tr>
<td>CUSTOMER/CUSTOMERS</td>
<td>88</td>
<td>All</td>
</tr>
<tr>
<td>MANAGERS/MANAGEMENT</td>
<td>75</td>
<td>All</td>
</tr>
</tbody>
</table>
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