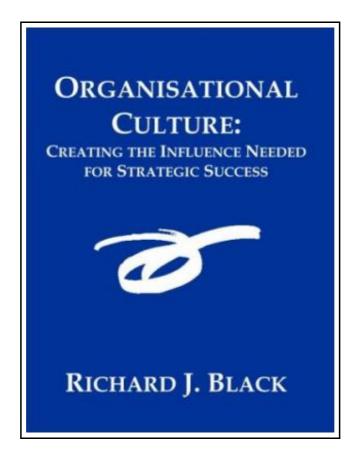
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ORGANISATIONAL CULTURE: CREATING THE INFLUENCE NEEDED FOR STRATEGIC SUCCESS



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