

**Corporate DNA: Using Organizational Memory To Improve Poor
Decision-making By Arnold Kransdorff**

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organizational memory challenges faced by - organizational memory models and systems that are best suited to different tems are then addressed and illustrated using case Kransdorff (1998) coined the term corporate . for sharing knowledge and to inform decision- making. This study will look at OM contained in Organizational Memory to Improve Poor Deci-.

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