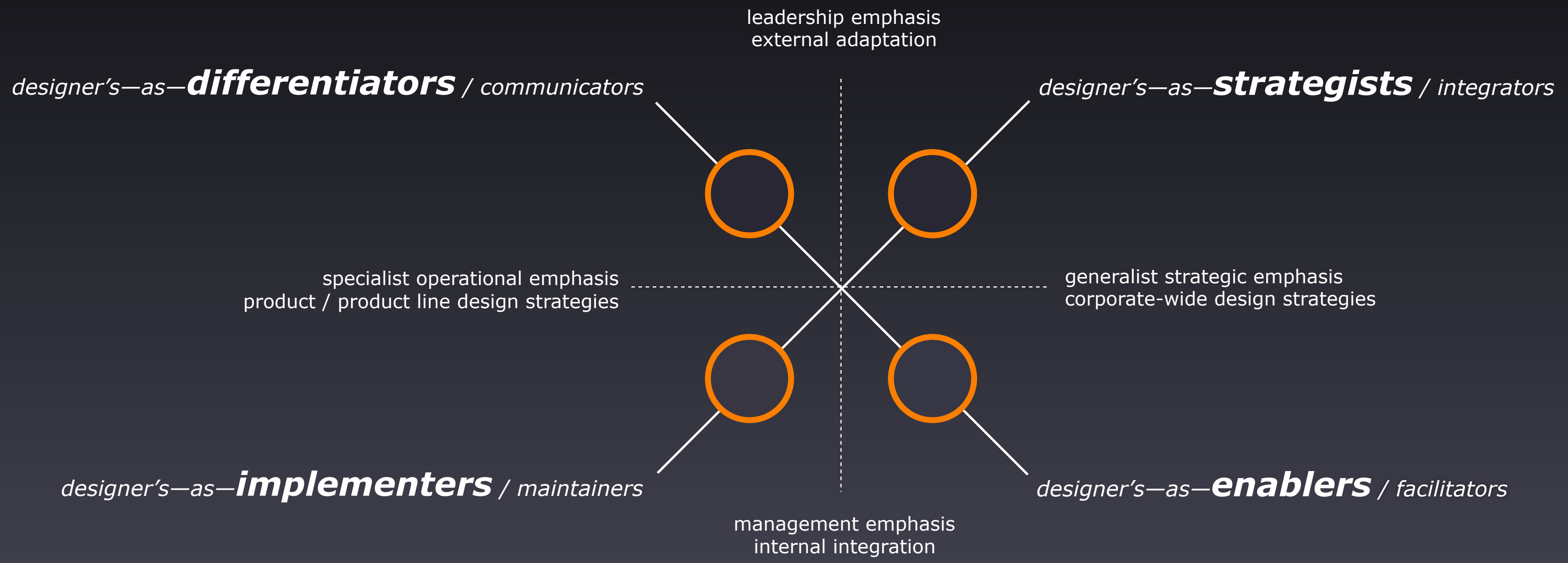


corporate functions of design ...



Heskett (1999); McGrory (2000)