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Organizational symbolism, then, is the study of the expressive functions of organizational life. The concept received considerable attention in the management literature during a period 15 to 20 years ago (e.g., Bowles, 1989; Larsen & Schultz, 1990; Young, 1989). As Gagliardi (2007) noted, the early 1980s was the founding time of the Standing Conference on Organizational Symbolism. Although much of the research was interesting and conceptually

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