choose, apply them all. When it comes to applying doctrine then there are three basic cases:-

- the map solves doctrine for you (e.g. having a common language)

- you can use many maps to apply doctrine (e.g. use of multiple maps of different lines of business to reduce duplication and bias)

- you can apply doctrine directly to a map (e.g. cell based structures, cultural forms such as pioneer — settler — town planner) as shown in figure 159.

Figure 159 — Apply doctrine