

# Maude's arm and Maude's shattered heart

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The purpose of this article is to explore the relationship between

the body and the heart in the context of organizational identity. The
 article argues that the body and the heart are both integral to the
 construction of organizational identity.

The body is the physical manifestation of the organization, and the
 heart is the emotional core of the organization.

The body and the heart are both essential to the organization's
 identity, and they are both vulnerable to damage.

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