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# The biotechnology and marketing interface: Functional integration using mechanistic and holographic responses to environmental turbulence

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## Abstract

This paper serves to specify and ground research into interfunctional integration in a wider theoretical context with particular reference to the interaction between technology and marketing in the biotechnology sphere. The general and specific problem areas are specified as those of interfunctional relations and the dyadic relationship between marketing and biotechnical managerial functions in particular. The contextual/organisational generative mechanisms that are likely to keep interfunctional relations at the centre of scholarly attention for some time are explored from the perspective of cybernetic theory. The law of requisite variety states that in an effective open system environmental variety is matched by internal structural variety. As organisations are faced with ever more turbulent,

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