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Sommario/riassunto	HauptbeschreibungMatching an organization's strategy and structure to explain firm performance is one of the fundamental insights in strategic management literature. Successful organizations achieve strategic fit and support their strategy with appropriate structures and processes, while less successful firms typically exhibit poorer fit. Hence, firms will strive for the ideal fit to reach highest performance and outperform those that do not. However, recent developments raise the question if the concept still works today. To answer that question, this study analyzes the concept of