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(2002 231)

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(2000 28)

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(1995 54-55)

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(Expressive Creativity): .1

(Productive Creativity): .2

(Inventive Creativity): .3

(Innovative Creativity): .4

(Emergence Creativity): .5

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(:58 1995)

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(:205-203 2003)

: (March & Simon;1958) .1

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. (: (Burns & Stalker;1961) .2

:(Wilson;1966) .3

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(Burns (March & Simon)

:(Harvey of Mill;1970) .4
& Stalker)

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:(Hage and Aiken;1970) .5

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(March & Simon).

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(Zaltman and others;1973) : .6

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(Hage and Aiken)

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(:251-250 2002)

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() (Nominal Group): -2

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() (Delphi) -3

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(Quality Circles): •

(Total Quality Management):

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		" (2003)	.2	
		.4 18 "		
		(2001)	.3	
		" (1995)	.4	
		"		
).) 56 (2001)	.5	
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				:
	"	" (2000)	.1	
		.82		
44	"	" (2004)	.2	
			.1	
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