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4- Shared Vision
5- Mental Models
6- Personal mastery
7- Systems Thinking
8- Team work
9- Pedler, Burgoyne and Boydell.

1- Kimble
2- Argyris
3- Yang

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5- Total Quality Management
6- Deming
7- Fiegenbaum

1- Garvin
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3- Watkins and Marsik
4- embedded system

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1- Harvard Business Review
2- Economist
3- Fortune
4- Pasific Bell
5- Rover Group
6- Marguardt
8- Hodgkinson   7- Collie.

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