

إدارة الإبداع وتحديات العولمة (منظور نفسي- سلوكي)

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الظهران
المملكة العربية السعودية

الملخص

" 3M " " " " " " :
Hewlett- " - " Intuit " " Cannon " " W. L. Gore "
. IBM " " Packard

مقدمة

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"Creatology "

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" " W. L. Gore " " 3M " " :
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:Transfer of knowledge skills

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⁴ Mazda
⁵ J.V.C.
⁶ Fuji



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