′60	´70	'80	′90	′00 t	o _{day} '10
				INNOVATION	NEW PARADIGM supply chain
			FAST RESPONSE	innovation continuous improvement of product & internal,	simplification, global material logistics cuts, interentrepren eural exchange
	QUALITY quality systems	DIVERSITY outsourcing, IT, education	flexible prod. systems, JIT lean production, multitasking,	ICT, motivation, creative groups, groupforce, sustainable	- flexible jobs, expertise, social innovation, One word?
PRODUCTIVITY production lines, wf, refa	Q standards, quality control, certification		teamwork	progress	
low quantity, high price (media, markets)	low quality	monotony www.k	long delivery time	→ lack of novelty	lack of short-term expertise, intnl. team interconnectivity; expensive time and energy of transport