

# CALIDAD, GERENCIA Y DESARROLLO PERSONAL

FUENTES DE LECTURA RECOMENDADA  
ROGELIO CARRILLO PENSO










LECTURA RECOMENDADA: 

NUEVAS RECOMENDACIONES: 

Actualizado al 1 febrero, 2007



## LIBROS Y TEXTOS

Ackoff, Russell L.	<b>A Concept of Corporate Planning</b>	New York, N.Y., John Wiley & Sons, Inc.	1970
Ackoff, Russell L.	<b>On Purposeful Systems</b>	Intersystems Publications, Seaside, CA.	1972
 Ackoff, Russell L.	<b>Redesigning the Future</b>	New York, N.Y., John Wiley & Sons, Inc.	1974
Ackoff, Russell L.	<b>The Art of Problem Solving</b>	New York, N.Y., John Wiley & Sons, Inc.	1978
Ackoff, Russell L.	<b>Creating the Corporate Future</b>	New York, N.Y., John Wiley & Sons, Inc.	1981
 Ackoff, Russell L.	<b>Management in Small Doses</b>	New York, N.Y., John Wiley & Sons, Inc.	1986
 Ackoff, Russell L.	<b>Ackoff's Fables</b>	New York, N.Y., John Wiley & Sons, Inc.	1991
 Adams, Scott	<b>The Dilbert Future</b>	Harper Business, Harper Collins, 10 EST 53 <sup>RD</sup> . ST. New York, N.Y. 10022	1996
Adams, Scott	<b>Dogbert's Management Handbook</b>	Harper Business, Harper Collins, 10 EST 53 <sup>RD</sup> . ST. New York, N.Y. 10022	1996
 Adams, Scott	<b>The Dilbert Principle</b>	Harper Business, N.Y.C.	1997
 Aguayo, Rafael	<b>Dr. Deming</b>	Fireside, Simon & Schuster, New York, N.Y.	1990
Albrecht, Karl y Bradford, Lawrence J.	<b>The Service Advantage, How to Identify and Fulfill Customer Needs</b>	Doubleday, N.Y.C.	2004
Albom, Mitch	<b>Tuesdays With Morrie</b>	Beyond Words Publishing, Hillsboro, Oregon	1996
 Amos, Wally	<b>Watermelon Magic</b>	Beyond Words Publishing, Hillsboro, Oregon	1996
Amos, Wally	<b>The Cookie Never Crumbles</b>	St. Martin's Press, N.Y.C.	2001



Altshuller, G (H. Altov)	<b>And Suddenly the Inventor Appeared: The TRIZ Theory of Inventive Problem Solving</b>	Technical Innovaton Center, Worcester, Massachussetts	1996
Angelou, Maya	<b>Wouldn't Take Nothing for my Journey Now</b>	Bantam Books, N.Y.C.	1994
Arden, Paul	<b>It's Not How Good You Are, It's How Good You Want to Be</b>	Phaidon Press, N.Y.C., Saatchi & Saatchi	2003
Auvert, Enrique	<b>Calidad Total, Nueva Doctrina Económica y Etica</b>	Maracaibo, Venezuela; IDEA, Colección Economía y Sociedad	1991
Barker, Joel Arthur	<b>Discovering the Future: The Business of Paradigms</b>	Infinity Limited	1989
Bennis, Warren	<b>Managing Prople is like Herding Cats</b>	Excecutive excellence Publishing, Provo, Utah	1999
🔹 Beth Jones, Laurie	<b>Jesus C.E.O.</b>	Hyperion, N.Y.C.	1992
Beth Jones, Laurie	<b>Jesus Life Coach</b>	Thomas Nelson Publishers, Nashville, Tennessee.	2004
Biro, Bian D.	<b>Beyond Success</b>	Perigee Books, N.Y.C	1997
Bonstingl, John Jay	<b>Schools of Quality</b>	Alexandria, Va. 22314, Association for Supervision and Curriculum Development	1992
Blanchard, Ken & Gottry, Steve	<b>The On-Time On-Target Manager</b>	William Morrow and Co., N.Y.C.	2004
Blanchard, Ken	<b>Putting the One Minute Manaer to Work</b>	Berkley Books, N.Y.C.	1984
Blanchard, Ken	<b>Whale Done!</b>	The Free Press, N.Y.C.	2002
🔹 Blanchard, Ken & Miller, Mark	<b>The secret</b>	Berret-Koehler Publishers, San Francisco, A.	2004
🔹 Blanchard, Ken & Vincent Peale, Norman	<b>The power of Ethical Management</b>	William Morrow and Co., N.Y.C.	1988
🔹 Blanchard, Ken & Bowles, Sheldon	<b>Cientes Incondicionales (Raving Fans)</b>	Grupo Editorial Norma, Caracas.	2005
🔹 Blanchard, Ken & Bowles, Sheldon	<b>High Five!</b>	Harper Collins, N.Y.C.	2001
Blanchard, Ken	<b>El Corazón de un Líder</b>	Mc-Graw Hill, Mexico DF.	2000
🔹 Blanchard, Ken	<b>The Heart of a Leader</b>	Honor Books, Tulsa, OK.	1999
Blanchard, Ken & SHodges, Phil	<b>The srvant Leader</b>	Countryman, Nashville, Tennessee	2003
Blanchard, Ken & Stoner, Jesse	<b>Full Steam Ahead</b>	Berret-Koehler Publishers, San Francisco, A.	2003
🔹 Bossidy, Larry & Charam, Ram	<b>Execution</b>	Crown Business, N.Y.C.	2002
Bossidy, Larry & Charam, Ram	<b>Confronting Reality</b>	Crown Business, N.Y.C.	2004



	Bowles, Sheldon	<b>Kingdomality</b>	Hyperion, N.Y.C.	2005
💧	Brassard, Michael	<b>The Memory Jogger Plus+</b>	Methuen, Ma., GOAL/QPC	1989
	Brandenburger, Adam; Nalebuff, Barry.	<b>Co-Opetition</b>	Doubleday, N.Y.,	1997
	Bernillón, A. y Cerutti, O.	<b>Implantar y Gestionar la Calidad Total</b>	Barcelona, España: Edicions Gestió 2.000, S.A.	1988
	Carlson, Richard	<b>Don't Worry, Make Money</b>	Hyperion, N.Y.C.	1997
💧	Carlson, Richard	<b>Don't Sweat the Small Stuff</b>	Hyperion, N.Y.C.	1997
💧	Carlson, Richard	<b>No te Ahogues en un Vaso de Agua</b>	Grijalbo, Barcelona, España	1997
	Carlson, Richard	<b>Don't Sweat the Small Stuff With Your Family</b>	Hyperion, N.Y.C.	1998
🔴	Carlson, Richard	<b>Easier Than You Think</b>	Harper San Francisco	2005
💧	Carlzon, Jan	<b>Moments of Truth</b>	Harper Collins , N.Y.C.	1989
	Carroll, Lewis (Charles Lutwidge Dodgson)	<b>Las Aventuras de Alicia en el país de las Maavillas</b>	Ediciones Gaviota, Madrid, España	1862
	Cohen, Herb	<b>Todo es Negociable</b>	Editorial Planeta, Barcelona, España	1980
	Charam, Ram	<b>Profitable Growth</b>	Crown Business, N.Y.C.	2004
	Choudry, Subir	<b>The power of design for Six Sigma</b>	Dearborn Trade Publishing	2003
💧	Collins, Jim	<b>Good to Great</b>	Harper Business, New York, N. Y.	2001
🔴	Collins, Jim	<b>Good to Great and the Social Sectors</b>	Monograph por Jim Collins, Boulder, Colorado.	2005
	Collins, Jim & Porras, J.	<b>Build to Last</b>	Harper Business, New York, N. Y.	1994
💧	Covey, Stephen R.	<b>The 7 Habits of Highly Effective People</b>	New York: Fireside	1990
💧	Covey, Stephen R.	<b>Los 7 Hábitos de la Gente Eficaz</b>	Ediciones Paidós Ibérica S.A., Barcelona, España	1990
	Covey, Stephen R.	<b>Principle Centered Leadership</b>	New York: Summit Books	1991
	Covey, Stephen R.	<b>Quotes and Quips</b>	The Covey Leadership Center	1993
💧	Covey, Stephen R.	<b>Daily reflections for Highly Effective People</b>	Fireside Books, Simon 6 Scxhuster, N.Y.C.	1994
💧	Covey, Stephen; Merrill, Roger & Merrill, Rebecca	<b>First Things First</b>	Simon & Schuster, N.Y.C.	1994
💧	Covey, Stephen R.	<b>Meditaciones Diarias para la Gente Altamente Efectiva</b>	Paidós Empresa, , Buenos Aires, Argentina	1995
💧	Covey, Stephen R.	<b>First Things First Every Day</b>	Fireside Books, Simon 6 Scxhuster, N.Y.C.	1997



💧 Covey, Stephen R.	<b>Living the 7 Habits</b>	Simon & Schuster, N.Y.C.	1999
Covey, Stephen R.	<b>The 8th Habit</b>	The Free Press, N.Y.C.	2004
Crawford, Fred & Mathews, Ryan	<b>The Myth of Excellence</b>	Crown Business, N.Y.C.	2001
Crosby, Philip B.	<b>Hablemos de Calidad</b>	Mexico: Mc-Graw Hill/Interamericana de Mexico S.A.	1990
Crosby, Philip B.	<b>Reflections on Quality</b>	Mc Graw Hill, N.Y.C.	1996
De Bono, Edward	<b>Six Thinking Hats</b>	Little Brown and Company, Boston, MA.	1985
Dell, Michael	<b>Direct from Dell</b>	Harper Business, N.Y.C.	1999
💧 Deming, W. Edwards	<b>Out of the Crisis</b>	Cambridge, Ma.: Massachusetts Institute of Technology	1982
💧 Deming, W. Edwards	<b>The New Economics</b>	Cambridge, Ma.: Massachusetts Institute of Technology	1993
💧 Deming, W. Edwards	<b>Calidad, Productividad y Competitividad; La Salida de la Crisis</b>	Ediciones Díaz Santos S.A., Madrid, España.	1989
Deming, W. Edwards	<b>Quality, Productivity and Competitive Position, Seminario de cuatro Días</b>	Minneapolis, Min.	1991
Deming, W. Edwards	<b>Quality, Productivity and Competitive Position, Seminario de cuatro Días</b>	Miami, Florida.	1992
Deming, W. Edwards	<b>Calidad, Productividad y Posición Competitiva, Seminario de Cuatro Días</b>	Orlando, Florida; Traducción: Comité de Calidad, Consejo Venezolano de la Industria, Caracas, Venezuela.	1992
Dertouzos, Michael L.; Lester, Richard K.; Solow, Robert M.	<b>Made in America</b>	Cambridge, Ma.: Massachusetts Institute of Technology	1989
Drucker, Peter F.	<b>The Effective Executive</b>	Harper & Row Publishers, Inc. New York, N.Y.	1985
Drucker, Peter F.	<b>Innovation and Entrepreneurship</b>	New York: Harper & Row, Publishers, Inc.	1985
Einstein, Albert	<b>The World as I See It</b>	Citadel Press Books, Secaucus, N.J.	1956
Fairbanks, Michael & Lindsay, Stance	<b>Plowing the Sea</b>	Harvard Business School Press, Boston, MA.	1997
Fellers, Gary	<b>Why Things Go Wrong</b>	Pelican Publishing Co., Gretna, LA.	1994
Frankl, Viktor E.	<b>Man's Search for Meaning</b>	Washington Square Press, N.Y.	1946
💧 Gardner, Howard	<b>Creating Minds</b>	Basic Books, Harper Collins. N.Y.C.	1993
Gitlow, Shelley - Howard	<b>The Deming Guide to Quality and Competitive Position</b>	Englewood Cliffs, N.J.: Prentice Hall, Inc.	1987



💧	Gitlow, Shelley - Howard	<b>Cómo Mejorar la Calidad y la Productividad con el Método Deming</b>	Bogotá, Colombia; Editorial Norma S.A.	1989
	Gitlow, Howard-Shelly; Oppenheim, Alan-Rosa	<b>Tools and Methods for the Improvement of Quality</b>	Boston, Ma.: Richard D. Irwin, Inc.	1989
💧	Gitlow, Howard S. y Process Management International, Inc.	<b>Planning for Quality, Productivity &amp; Competitive Position.</b>	Homewood, Ill.: Dow Jones-Irwin.	1990
💧	Gitlow, Howard S. y Process Management International, Inc.	<b>Planificando para la Calidad, la Productividad y una Posición Competitiva</b>	Ventura Ediciones, S.A. de C.V., México	1991
	Gluckman, Perry & Reynolds Roome, Diana	<b>Everyday Heroes</b>	Process Plus, Inc., Los Altos, California	1989
🔴	Godin, Seth & 33 Colaboradores	<b>The Big MOO</b>	Penguin Group, N.Y.C.	2005
	Goldratt, Eliyahu M.	<b>The Haystack Syndrome</b>	North Rivver Press, P.O. Box 567, Great Barrington, MA 01230	1990
💧	Goldratt, Eliyahu M.	<b>The Goal</b>	North River Press, P.O. Box 567, Great Barrington, MA 01230	1992
	Goldratt, Eliyahu M.	<b>It's Not Luck</b>	North Rivver Press, P.O. Box 567, Great Barrington, MA 01230	1994
	Handy, Charles	<b>The ge of the Paradox</b>	Harvard Business School Press, Boston MA.	1994
💧	Harrington, H. James	<b>Business Process Improvement</b>	Mc-Graw Hill, Inc.; New York, N.Y.	1991
	Harari, Oren	<b>The Leadership Secrets of Colin Powell</b>	Mc-Graw Hill, Inc.; New York, N.Y.	2002
💧	Hamel, Gary & Prahalad, C.K.	<b>Competing for the Future</b>	Harvard Business School Press, Boston, MA.	1994
	Hammer, Michael	<b>Beyond Reingeneering</b>	Harper Business, N.Y.C.	1996
💧	Hammer, Michael	<b>The Agenda</b>	Crown Business, N.Y.C.	2001
	Hayek, Friedrich	<b>The Road to Serfdom</b>	University of Chicago Press, Chicago, Ill.	1944
	Harrington, H. James	<b>Business Process Improvement</b>	Mc-Graw Hill, N.Y.C.	1991
	Harrison, Harry	<b>Father to Son</b>	Woekman Publishing, N.Y.C.	2000
💧	Hersey, Paul	<b>The Situational Leader</b>	The Center for Leadership Studies CLS, Escondido, C. A.	1997
	Hill, Andrew & Wooden, John	<b>Be Quick! But Don't Worry</b>	Simon & Schuster, N.Y.C.	2001
	Hindle, Tim	<b>Negotiating Skills</b>	DK Publishing Inc.	1998
💧	Howe, Robert and Maynard - Gaeddert, Dee	<b>Quality on Trial</b>	St. Paul, MN. Quality Institute Int., 444 Cedar St. 23th. Floor, Meritol Tower., 612-220.2404	



Howarth, Enid & Tras, Jan	<b>Daily Imperfections</b>	Fairview Press, Minnesota	1998
Hunt, V. Daniel	<b>Quality in America</b>	Business One Irwin, Library of Congress; Homewood, Illinois.	1992
Imai, Masaaki	<b>Kaizen</b>	New York: Mc-Graw Hill.	1986
Inda Cunningha, Arturo & Carrillo Penso, Rogelio	<b>El Mapa</b>	O.E.A.	1999
Ishikawa, Kaoru	<b>Guide to Quality Control</b>	Segunda Edición Revisada. Tokyo: Asian Productivity Organization.	1982
Ishikawa, Kaoru	<b>What is Total Quality Control?</b>	Englewood Cliffs, N.J.: Prentice Hall, Inc.	1985
Ishikawa, Kaoru	<b>¿Qué es Control de Calidad?</b>	Editorial Norma, Colombia.	1986
Inohara, Hideo	<b>Human Resource Development in Japanese Companies</b>	Tokyo: Asian Productivity Organization.	1990
Juran, J.M.	<b>Juran y el Liderazgo para la Calidad, Manual para Ejecutivos</b>	Ediciones Díaz de Santos S.A., Madrid, España	1990
Juran, J.M.	<b>Juran y la Planificación para la Calidad</b>	Ediciones Díaz de Santos S.A., Madrid, España.	1990
Juran, J.M.	<b>The Last Word conference, Minneapolis, Minnesota</b>	Wilton, CT. 06897, 11 River Road, USA, Juran Institute.	1993
Johnson, Spencer	<b>The Present</b>	Doubleday, N.Y.C.	2003
Joiner, Brian L.	<b>Fourth Generation Management</b>	Mc-Graw Hill, N.Y.C.	1004
Kilian, Cecelia S.	<b>The World of W. Edwards Deming.</b>	Rockville, Md.: Mercury Press.	1988
Katz, Jacqueline / Green, Eleanor	<b>Managing Quality: A Guide to Monitoring and Evaluating Nursing Services</b>	St. Louis, MO., Mosby-Year Book, Inc	1992
Kao, John	<b>Jamming</b>	Harper Business, Harper Collins 10 East 53 <sup>rd</sup> . St. New York, NY. 10022	1996
Kelley, Tom	<b>The Ten Faces of Innovation</b>	Doubleday, N.Y.C	2005
King, Robert	<b>Designing Products and Services that the Customer Wants</b>	Productivity Press, P.O. Box 13390, Portland, Oregon 97213-0390	1995
Kotter, John P.	<b>Leading Change</b>	Havard Business School Press, Boston, MA.	1996
Kume, Hitoshi	<b>Statistical Methods for Quality Improvement</b>	Tokyo: The Association for Overseas Technical Scholarship	1988



Levine Stewart & Crom, Michael (Dale Carnegie)	<b>The Leader in You</b>	Simon & Schuster, N.Y.C.	1993
Lewis, Clarence Irving	<b>Mind and the World Order, Outline of a Theory of Knowledge</b>	New York: Dover Publications.	1929
Latzko, William & Saunders, David	<b>Four Days With Dr. Deming</b>	Addison-Wesley Publishing, Reading, MA.	1995
Lee, Blaine	<b>The Power Principle</b>	Simon & Schuster, N.Y.C.	1997
Lowe, Janet	<b>Bill Gates Speaks</b>	John Wiley and Sons, N.Y.	1998
🔹 Lowe, Janet	<b>Jack Welch Speaks</b>	John Wiley and Sons, N.Y.	1998
Lowe, Janet	<b>Welch an American Icon</b>	John Wiley and Sons, N.Y.	2001
Lundin, tephen; Paul, Harry & Christensen, John	<b>Fish!</b>	Hiperion Books, N.Y.C.	2000
Main, Jeremy	<b>Quality Wars</b>	The Free Press, N.Y.C.	1994
McClanahan, Elaine & Wicks, Carolyn.	<b>Future Force</b>	Griffin Publishing, Glendale, C. A.	1993
McKenna, Regis	<b>Real Time</b>	Harvard Business School Press, Boston, MA.	1997
Mc-Graw, Phillip C.	<b>Self Matters</b>	Free Press, N.Y.C.	2001
Mc-Graw, Phillip C.	<b>Life Strategies</b>	Hyperion, N.Y.C.	1999
Magretta, Joan	<b>What Management Is</b>	The Free Press, N.Y.C.	2003
Mann, Nancy R.	<b>The Keys to Excellence</b>	Los Angeles: Prestwick Books	1985
March, Robert M.	<b>The Japanese Negotiator</b>	Tokyo / New York: Kodansha International.	1985
Mayer, Jeffrey J.	<b>If you Haven't got the time to do it Right, when will you find the time to do it Over?</b>	New York: Simon & Shuster	1990
Miller, William C.	<b>The Creative Edge</b>	Menlo Park, California, Addison- Wesley Publishing Co	1988
🔹 Miller, John G.	<b>QBQ! The Question Behind the Question</b>	J.P. Putnam's Son, N.Y.C.	2001
Mitchell, Jack	<b>Hug Your Customers</b>	Hyperion, NY.C.	2003
🔹 Musashi, Miyamoto	<b>The Book of Five Rings (Gorin No Sho)</b>	New York, N.Y., Bantam Books.	1982
Moore, Geoffrey A.	<b>Inside the Tornado</b>	Harper Business, N.Y.C.	1995
🔹 Moller, Claus	<b>Calidad Personal, la base de todas las demás calidades</b>	México, D.F., TMI México.	1988 1991
Nelson, Bob	<b>365 Ways to Manage better</b>	Workman Publishing, N.Y.C.	1997
Oakley, Ed & Kruh, Dough	<b>Enlightened Leadership</b>	Caracas, Ven.: Mc-Graw Hill.	1983



Ohmae, Keinichi	<b>La Mente del Estratega</b>	Caracas, Ven.: Mc-Graw Hill.	1983
Olguín, Miguel Ángel	<b>Siloé, El espacio de la Solucion</b>	Editorial Diana, México	1998
Oppenheimer, Andrés	<b>Cuentos Chinos</b>	Debate, Caracas, Venezuela	2006
Ozaki, Robert	<b>Human Capital.Ism</b>	Tokyo/New York, Kodansha International.	1991
Pande, Peter; Neuman, Robert & Cavanagh, Roland	<b>The Six Sigma Way</b>	Mc-Graw Hill, N.Y.C.	2000
Parinello, Anthony	<b>Selling to VITO</b>	Adams Media Corp., Holbrook, MA.	1999
Persico, John Jr.	<b>The TQM Transformation, A Model for Organizational Change</b>	White Plains, N.Y.: Quality Resources.	1992
Peters, Thomas J. y Waterman, Robert Jr.	<b>In Search of Excellence</b>	New York: Warner Books	1984
Plossl, George W.	<b>Managing in the New World of Manufacturing</b>	Londres, Prentice Hall International.	1991
🔹 Powell, Colin	<b>My American Journey</b>		2002
Rand, Ayn	<b>The Fountainhead</b>	Signet, N.Y.C.	1943
🔹 Rand, Ayn	<b>Atlas Shrugged</b>	Signet, N.Y.C.	1957
Reichheld, Frederick F.	<b>The Loyalty Effect</b>	Bain and Company, Harvard Business School Press, Boston, MA.	1996
Roger, John y McWilliams, Peter	<b>Do it !.</b>	Los Angeles, Ca.: Prelude Press	1991
🔹 Robertson, Bruce; Joyce, William & Nohria, Nitin	<b>What Really Works</b>	Harper Business, N.Y.C.	2003
Ryan D., Kathleen - Oestreich, Daniel K.	<b>Driving FEAR Out of the Workplace</b>	New York, N.Y., Maxwell Macmillan Int. Publishing Group.	1992
Scherkenbach, William W.	<b>The Deming Route to Quality and Productivity</b>	Rockville, Md.: Mercury Press.	1986
Scherkenbach, William W.	<b>Deming's Road to Continual Improvement</b>	SPC Press, Inc. Knoxville, Tennessee, U.S.A.	1991
🔹 Schvaneveldt, Shane J.	<b>Conceptual Models of Service Quality and Its Management in Japanese Firms</b>	Department of Industrial Engineering and Management, Tokyo Institute of Technology, Japan.	1991
🔹 Schultz, Howard	<b>Pour Your Heart into It</b>	Hyperion, NY.C.	1997
🔹 Schultz, Howard	<b>Pon tu Corazón en Ello</b>	Starbucks VS Ediciones, Alicante, Es.	2001
Schultz, Louis E.	<b>Profiles in Quality</b>	Quality Resources, White POlains, N.Y.	1994
Semmler, Ricardo	<b>Maverick</b>	Warner Books, 1271 Avenue of The Americas, N.Y.C. 10020	1993
🔹 Senge, Peter M.	<b>The Fifth Discipline</b>	Soundview, Bristol, Vt.	1991



💧	Senge, Peter M.	<b>La Quinta Disciplina</b>	Barcelona, España, Ediciones Juan Granica S.A.	1992
	Senge, Peter M.	<b>The Dance of Change</b>	Doubleday, N.Y.C.	1999
	Simmons, John	<b>My Sister's a Barista</b>	Executive Excellence Publishing	2004
	Shelton, Ken	<b>In Search of Quality</b>	Mc Graw Hill, N.Y.C.	1995
	Shemano, Gary	<b>Heeping on Course</b>	Mc Graw Hill, N.Y.C.	1997
	Shewhart, Walther A.	<b>Statistical Method From The Viewpoint of Quality Control.</b>	New York: Dover Publications, Inc.	1986
💧	Scholtes, Peter R.	<b>The Team Handbook</b>	Madison, Wi.: Joiner Associates	1990
💧	Scholtes, Peter R.	<b>Manual del Equipo</b>	Madison, Wi.: Joiner Associates	1991
	Walton, Mary	<b>The Deming Management Method</b>	New York: Dodd, Mead & Company.	1986
	Walton, Mary	<b>Deming Management at Work</b>	New York: Perigee Books	1991
💧	Welch, Jack	<b>Straight From The Gut</b>	Warner Books, N.Y.C.	2001
💧	Welch, Jack	<b>Winning</b>	Harper Business, New York, N.Y.	2005
💧	Wheatley, Margaret J.	<b>Leadership and the New Science</b>	Berret-Khoeler Publishers, San Francisco	1992
🔴	Wheeler, Donald J.	<b>Understanding Variation</b>	SPC Press Inc., Knoxville, TN.	1993
	Wooden, John & Tobin, Jack	<b>They Call Me Coach</b>	Contemporary Books, Lincolnwood, Ill.	1988
🔴	Wooden, John & Jamison, Steve	<b>Wooden on Leadership</b>	McGraw-Hill, New York, N.Y.	2005
💧	Wooden, John	<b>Wooden</b>	Contemporary Books, Lincolnwood, Ill.	1997
💧	The Forbes Leadership Library	<b>Thoughts on Leadership</b>	Triumph Books, Chicago, Ill.	1995
💧	The Forbes Leadership Library	<b>Thoughts on Success</b>	Triumph Books, Chicago, Ill.	1995
	The Forbes Leadership Library	<b>Thoughts on Virtue</b>	Triumph Books, Chicago, Ill.	1996
	The Forbes Leadership Library	<b>Thoughts on Prosperity</b>	Triumph Books, Chicago, Ill.	1996
💧	The Forbes Leadership Library	<b>Thoughts on Wisdom</b>	Triumph Books, Chicago, Ill.	1997
	The Forbes Leadership Library	<b>Thoughts on Courage</b>	Triumph Books, Chicago, Ill.	1997
	Tafur Villegas, Gustavo	<b>Semillas de Cambio</b>	Bogota, Colombia	2002
	Thurow, Lester	<b>Head to Head</b>	William Morrow and Co., N.Y.C.	1992
💧	Tribus, Myron	<b>Elaboración de Flujogramas de Despliegue</b>	Quality & Productivity, Inc., Los Angeles, Ca. 90024; Grupo Román, Caracas, Venezuela	1992
	Vargas Llosa, Mario	<b>Manual del Perfecto idiota Latinoamericano</b>	Plaza & Janes Editores,	2001