

Thinking Straight in a Non-linear World



Brainovation

Innovation & Expertise Advice to Grow your Business

100th Edition December 2015

To our new readers, welcome to Brainovation®!
And to our returning readers, welcome back.



As always, I look forward to continue to share insights into global developments in the Innovation and Expertise fields - and how they can work in and improve your business. In time for the holidays and to celebrate our 100th anniversary edition, this month I offer Brainovation readers a free copy of my latest book about contemporary management – The Competitive Company.

Is your organization seeking better ways to compete? Share your thoughts on my blog, the Brainovation Twitter

feed, Facebook page, or by email.

Our contact information is at the bottom, as well as reprint permissions. Also included is a brief taste of what you can expect in upcoming issues. And remember, "In knowledge organizations, learning is work, thinking is doing"

I wish all our readers a great Holiday Season and hope you will continue to follow the newsletter also in 2016. The first issue is only a month away!

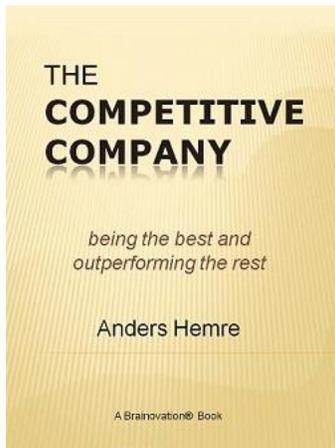
Enjoy the book.

Anders Hemre

The Competitive Company: A Free E-Book

Being competitive is a dynamic and complex characteristic of firms, industries, regions and nations. Globalization, industry and trade regulations, taxes and policies, economic development, new technologies and consumer

behavior combine to shape the business environments in which firms have to compete.



Internal factors contribute to the competitive capacity of a company. In the same industries and markets, some companies are doing better than others. Clearly, there *are* ways in which organizations can build business strength and outperform competitors.

Find out how by downloading your [free copy](#) (pdf) of The Competitive Company E-Book.

A print copy will be available from [Brainovation Books](#) on Lulu, where you also find the first two titles in the series.

In the Previous Issue

In case you missed the November issue, here it is again:
[On the Frontiers of Technology](#)

In Upcoming Issues

Planned features for future issues of our newsletter include conversations with leading management gurus, interviews with international technology management executives as well as more readers' spotlights.



If you have feedback or questions about Brainovation, please contact me by email or through my twitter feed [@geoffdahl](#)

[Geoff Dahl](#)
Brainovation editor

Guru Interviews

Since our inception, sharing management and technology insights from around the world has been a focus of Brainovation. Now we give you the chance to enjoy all our previous guru interviews in one document.

[What The Gurus Say: Brainovation® Interviews 2007-2015](#) (PDF)



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