

## PRESS RELEASE – FOR IMMEDIATE RELEASE

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### **Will Big Wave Surfers Save Us from the Failed Economy?**

Eden Prairie, MN, ..February 10, 2011 - “The economy.” Even the very words strike fear in the heart of anyone who watches the nightly news broadcasts. When will it recover? And what will it take to pull out of this nose-dive?

Surfing the big wave of rapid technology change is the only real HOPE for a thriving economy, and the key hope for the future. The truth is that many Fortune 500 companies in the technology business today were launched in a recession or bear market!

***Big Wave Surfing: Extreme Technology Development, Management, Marketing & Investing*** by **Kenneth J. Thurber Ph.D** is the must-have (book?) manual with the insights needed to succeed in today’s current economy!

This manual (book?) of hope by one of the leading authorities in the technology innovation industry is sure to be appreciated by everyone – whether they are a novice or an expert in the technology field.

This book will appeal to those who are interested in success: out of the box thinkers, individuals who pride themselves as being innovators, and those who realize that being able to constantly re-invent yourself is the surest way to thrive in the changing global economy.

**The Big Wave Surfing** book brings the issues of our innovation-based, technology driven economy to the average reader in a way that’s understandable through the metaphor of the big wave. It is designed for entrepreneurs, investors, managers, and even the layperson who wants to glide into the flow of abundance. (or wants to understand what’s happening to him and what to do about it)

#### **About the Author:**

**Kenneth J. Thurber Ph.D.** is a renowned computer architect who developed technology and systems worth billions of dollars. He developed the concept of technology big wave surfing to empower readers to understand and harness the opportunity of an ever-changing tech marketplace.

PS. Your readers are sure to enjoy their plunge into the ocean of technological possibility in Dr. Thurber’s ***Big Wave Surfing!***

### Endorsement

"Dr. Thurber's surfing metaphor is a very apt one for today's Information Age economy... (Since the United States is) only 27th in world-wide educational performance, where does our future lie? Dr. Thurber's philosophy for dealing with rapid technology change is not just the hope for maintaining our economy and our way of life, it is the the only hope." -- **Peter C. Patton Ph.D.**, professor of engineering and philosophy, Oklahoma Christian University, also formerly CTO of Lawson Software

### About the Book

[Can you think completely out of the box? Is there a completely new product concept that you can develop? Are there entirely new product categories that we have not thought about? What if you took an existing product and tried to determine what that product would look like under a new set of technology assumptions?] **DELETE THIS ONE?**

**The Big Wave Surfing** book brings the issues of our innovation based technology driven economy to the average reader in an understandable form. It is designed to be read by every person from the corporate chieftain to the individual trying to make an investment decision for their IRA. It will give you the insights that you need to succeed in our current economy!

### From the Book

"There's an old joke about how a project or product development will progress. This is known as the six stages of a project. There are a number of variations on this theme, but a common variation goes like this: The six stages of a successful project are enthusiasm, confusion, disillusionment, search for the guilty, punishment of the innocent and promotion of the nonparticipants."

### About the Book

Can our Technological Innovators lead us out of our current doldrums. Can America regain its strength – will the financial system also look to innovate again, but in destructive ways? These questions are discussed and answered in Big Wave Surfing.

### From the Book

..."Many technologies look good on paper but are never able to be viably produced because you are not able to develop viable production processes. It is one problem to build a couple of prototypes and another problem to actually produce the technology in high volume."

### About the Book

In his folksy, often humorous style- **Big Wave Surfing** – the new book by Kenneth J Thurber, walks us thru yesterday but talks about tomorrow. More specifically about spotting and catching the big wave of Innovation. Whether it's the economy, the technology, the investing, or the marketing, this book has a story within a story for everyone. Written in four concise parts – for Technologists, Managers, Marketers and Investors, it talks for us, to us and about us. It's readable and affordable and its central theme is directed to the average American who knows it's time to think outside the box. And for much of America's middle class that box feels like it's getting smaller. If you want to survive and thrive you can't miss this critically acclaimed book.

### Endorsement

"In a conversational manner, Ken is able to impart to the reader a lifetime of experience. Whether you dream to create the next must-have technology, or could gain from insights in transitioning that idea to a successful business or, like me, are looking to surf that next big wave as an investor, there is something in "Big Wave Surfing" for you."

**Stephen Gierl, CFP**, Gierl Augustine Investment Management

### From the Book

..."Meetings where everyone sits around and talks about the decision and, at the end of the meeting, agrees to another meeting by the same cast of characters are called happy meetings. Everyone is working to resolve all of the issues. People discuss how well the meeting went. Everyone is happy, but nothing ever happens."

### Endorsement

"Readable! Unique! Practical! I am able to read the book in convenient bits and pieces that fit into my time constrained hectic lifestyle. Ken puts the reader on the face of a technology big wave and insures that they are able to ride the wave by providing insightful and easily understood examples. A must read for everyone interested in the future of our economy and wanting to better understand the dynamics of the technology industry. I wish everyone big waves and long rides!"

-- **Luana Metil**, author of the best-selling book "The Story of Karate: From Buddhism to Bruce Lee"

### From the Book

...This is the type of company we want to find. A company that has profit leverage. That is, if sales accelerate, then profits accelerate even more.

I do not care what the PE ratio is. There are a lot of other measures to look at. Forget them all. I want you to find a company that has earnings growing much faster than sales. This is not hard to do. There are many companies that get into this situation. They are new companies or existing companies that have brought out new products. I do not care how they got there. What I care about is, "Are their earnings growing faster than their sales?" If so, this is a company worth looking at.

Dr Thurber cruises and reminisces thru his forty years of experience in a folksy, oft-times humorous look at his travels with the innovators who have left us and those that are still with us. More importantly he shows us where we should be going. And more critically how to spot, ride and when to get off the big wave.

If you can't see it coming you're never going to be ready. Now is the time.

There are some waves you can miss, but you can't miss Big Wave Surfing. If you're worried about the economy, your job or America's future – don't miss the Big Wave. Big Wave Surfing – coming soon to a bookstore or site near you.

See more comments/endorsements about the book....

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[Link to Big Wave Surfing Book home page](#)

<http://www.bigwavesurfingbook.com/>

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