

General Informatics' Product Lines...

- **Policy Directions***
- **The Technopolis Columns***
- **Where Ideas Come From***
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* Trademarks pending

Fred Phillips is Managing Partner of General Informatics LLC.

Dr. Phillips has been Professor, Dean, and Vice Provost at leading universities in the US and abroad, including the Universities of Aston and Birmingham in England, Oregon Graduate Institute of Science & Technology, and SUNY Stony Brook.

He is a Senior Fellow at the IC² Institute of the University of Texas at Austin, and Senior Editor of Elsevier's international journal *Technological Forecasting & Social Change*.

His contributions in operations research include "Phillips' Law" of longitudinal sampling, and the first parallel computing experiments with Data Envelopment Analysis. Dr. Phillips is a founder of the Austin Technology Council, and was on the board of the Software Association of Oregon. He has won major grants and several awards for outstanding research.

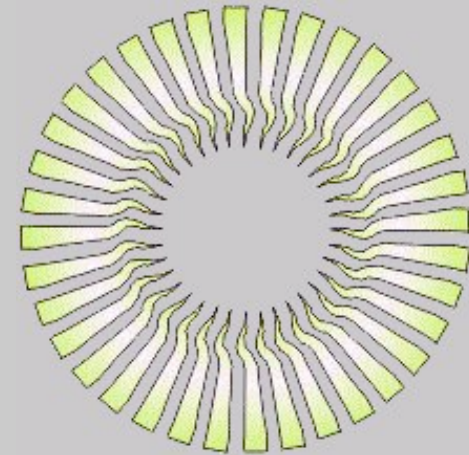
He is the author of *Market-Oriented Technology Management* (2001), *The Technopolis Columns* (2006), and *The Conscious Manager: Zen for Decision Makers* (2003).

His popular seminars based on *The Conscious Manager* are available to General Informatics clients.

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G.I. means "Great Ideas."



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Policy Directions*

For governments and research institutes.

Advice on industrial/science/technology policy.

Clients and Projects

- **Fundação para a Ciência e a Tecnologia (Portugal):** Proposal Evaluation.
- **Korea Research Council for Industrial Science and Technology:** Commercialization strategies.
- **Portland International Conference on Management of Engineering and Technology (PICMET):** Awards Chair.
- **Science & Technology Policy Institute (STPI, Korea):** New technologies.
- **Elsevier (Netherlands):** Editor, *Sci-Topics* and *Technological Forecasting & Social Change*.



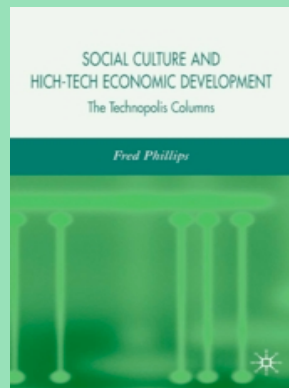
The Technopolis Columns*

For muni/regional governments, agencies, and authorities.

Use social capital and entrepreneurial support to attract, launch, and retain the right technology companies for regional wealth.

Clients and Projects

- **UNESCO and World Technopolis Association:** Keynote speaker.
- **Govern Balear (Spain):** Juror, tech park design competition.
- **City Club of Portland:** Task force evaluating Portland, Oregon's \$200 million urban renewal agency.
- **Joint Boards of the Oregon Economic Development Commission and State Board of Higher Education:** Report to the Governor, *Building the Bonds of a Knowledge Economy*.
- **Japan Research Institute (Sumitomo):** New industry incubation consortium.
- **County of Maui:** Technology-based economic development



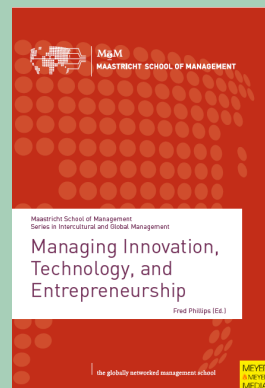
Where Ideas Come From*

For universities.

Raise your institution's profile among donors, grantors, faculty, prospective students, and alumni.

Clients and Projects

- **Oregon Health & Science University:** Task force on creation of biomedical engineering department. Feasibility study for new business school.
- **Maastricht School of Management (Netherlands):** Conference series and book series.
- **Japan-America Institute of Management Science (JAIMS):** Distance learning.
- **Escuela Superior Inter-nacional (Guatemala):** Broker academic partnerships.
- **Mongolian University of Minerals & Agriculture:** New research strategy under post-Soviet regime.
- **Chitkara University (India):** New journal.



Copy Right*

For faculty.

Turn your ideas into marketable content, and popularize them effectively.

Clients and Projects

- **Pontificia Universidad Católica de Perú:** Coaching on publication strategy. Member of scientific board for in-house journal.
- **National Chengchi University (Taiwan):** Publication strategies.
- **Professor X and Professor Y (USA):** Placement of articles in popular press.
- **Professor Z:** Coaching for improved publication performance prior to promotion review.

