

## **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!

"The US is 27<sup>th</sup> worldwide in educational performance right now," notes Ken Thurber, author of *Big Wave Surfing, Extreme Technology Development, Management, Marketing and Investing*. "This country is on a slippery precipice and how we deal with rapid technological change will determine if we ever get out of this economic downturn."

"Manufacturing in this country has failed," says Thurber. "We'll need to grab onto our best and our brightest - the big wave surfers who create technology."

Like the physical surfers who ply the big waves at a beach, it won't always be pretty. "There will be winners. There will be wipeouts and losers. But if we don't boldly embrace the next wave, the innovation economy, then profound structural changes will occur in American society."

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About the Author: Kenneth J. Thurber Ph.D. is a renowned computer architect and has 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 technological marketplace.

PS. Your readers are sure to enjoy exploring the future possibilities described in Dr. Thurber’s *Big Wave Surfing!*

See and read more at: [bigwavesurfingbook.com](http://bigwavesurfingbook.com)

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