

## **MTF participated in USA seminar**

Manuel Teles Fernandes and Jack Tesmer participated in an exciting luncheon and seminar “Marketing in the 21<sup>st</sup> century”, in Roseville (USA), on 2008 June 26.

Invited by *Strategic Growth Initiative* and *The Jack Tesmer Institute*, these two international business development experts shared their insights on how to be more competitive in today’s market.

The goals of this seminar were to inspire and motivate the participants

- To see the global marketplace from a unique perspective that motivates stakeholders to align their organizationa to compete most effectively;
- And to learn more about the global environment and about one unique business model to compete successfully in the 21<sup>st</sup> century..

(<sup>1</sup>) - Author, consultant and trainer in the fields of business innovation and internationalization and author of the books “*MAP – Moving Along Alignments and Paradoxes Model, a business strategic approach*” and “*Negócios Mutantes e Paradoxais*”.

(<sup>2</sup>) - President of the Jack Tesmer Institute and author of the book “*Your perfect business match*”.