



PRESS RELEASE  
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Calgary, Alberta, Canada

***Local International Knowledge Expert featured in the new release –  
The Innovation SuperHighway***

Xenia Stanford, CEO of Stanford Solutions, Inc. and Editor of the internationally acclaimed *KnowMap*, is featured as one of the 20 worldwide Ken practitioners who have led the movement with her seminal work knowledge mapping, social network analysis and customer innovation. She's been an integral member of the Global Learn Day and the new Socrates Academy – the organization recognizing innovation in distance learning.

Stanford – who is represented on the Global Knowledge Leadership Map - joins others in introducing a book considered by reviewers as: a '*milestone in the profession*', '*a landmark book*', '*a seminal work*', '*a must-read*', and '*the breakthrough innovation book of the decade*'. This is considered a powerful and empowering new book for knowledge managers and workers – destined to establish a new innovation playing field for enterprises around the world.

This timely release - ***The Innovation SuperHighway: Harnessing Intellectual Capital for Collaborative Advantage*** (ISBN: 0750675926) by Debra M. Amidon - picks up where other books in the knowledge profession leave off. While providing the sound rationale for knowledge strategy, Amidon defines the global vision on all levels - the individual, the enterprise, the nation and society. With well-researched management trends, this book provides insights and practices leading to sustainable collaboration.

Stanford is a member of the ENTOVATION Network that recently convened in new York City for a 'Roundtable on Collaborative Advantage.' Her views have captured the minds of theorists and practitioners alike: "*A kaleidoscope of possibilities is revealed in this new masterpiece. Debra M. Amidon may be the next Peter Drucker with her own strategic blueprint for the knowledge tomorrow with global visibility, sustainability and collaborative advantage.*"

Finally, we have a book to crystallize the concepts into practical frameworks with international vision that moves aspirations into actionable strategies. ***The Innovation SuperHighway*** is about people – the social and technical networks that shape our future. The opportunity is now ours.

***For further information, contact:***

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