Biography

Per Frankelius, PhD
Per Frankelius was born 1966 in Norrköping, Sweden. His doctoral dissertation was an analysis about the innovative processes that led to the first project ever when DNA-technology was used to develop a pharmaceutical – the Pharmacia case. Today he is researcher at The Dahmén Research Centre, Örebro University. He is responsible, with others, for the master course Creative Business Management (see www.persborg.com). Among his 300 publications the book *Analysis of the outside world* can be mentioned. Together with professor Janerik Gidlund, Dean at Örebro University, he conducted a study on innovation aimed for the Swedish government. The result was *Innovative Processes*. The publication attracted much attention. Now, among other things, he works on the book project *Linnaeus in a New Light*, which includes the first translation of Linnaeus' most important book *Systema Naturae* from 1735. Putting away many myths about Linnaeus is promised. Web site: www.frankelius.com