

EDITORIAL

Dear Readers,

We are happy to present the first 2011 issue of the *Future Studies Research Journal*. This issue has eight articles on future studies and strategy.

Esper Cavalheiro and Lelio Fellows Filho discuss strategic scenarios, with an interesting application in the biotechnology field.

The author Lydia Lopes Correia da Silva presents a study on the introduction of electric vehicles in the São Paulo city traffic, using the morphological analysis method.

Diego Iturriet Dias Canhada and Natália Rese address the implementation of strategies in an essay that highlights the barriers and facilitators to implementation found in the Brazilian specialized literature.

The subject of strategy is also addressed by José Petraglia in connection with innovation. He presents a study on the relevance of technological innovation for the logistics of exporting ethanol.

Adalton Ozaki, Alexandre Del Rey and Fernando Carvalho de Almeida propose a model of a radar for technological monitoring, using a tool that interprets weak signals in order to identify strategic surprises.

Hilário de Macedo Oliveira addresses the issue of the internationalization of Brazilian firms, presenting a study on the development of managers as a key business strategy factor.

Ana Elisa Pacheco de Castro also addresses the subject of building scenarios, analyzing alternatives that range from crowdsourcing to the creation of a new business model in Brazil.

And finally, Mauro Wassilewsky Caetano and Carlos Honorato Teixeira present a diagnosis and growth outlook for the Brazilian reinsurance market, a strategic subject for the country and its companies.

Enjoy the reading!

James Terence Coulter Wright

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