



**We facilitate the Intelligence Age®**

ABOUT  
US

SERVICES

SEMINARS

PUBLICATIONS

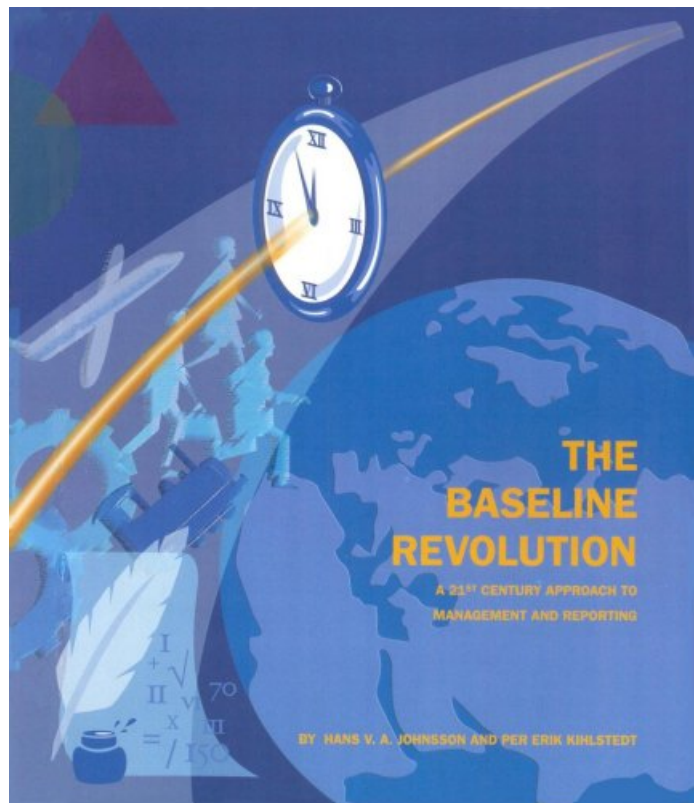
SPEAKERS

## The Baseline Revolution

### Authors

**Per E. Kihlstedt** is the CEO and major owner of Realbiz International AB, a company that provides virtually accounting free methods and tool for strategic business analyses. Kihlstedt, a M.Sc. Graduate of the Stockholm Royal Institute of Technology, has moved through a range of executive management positions in steel, power and engineering industries. His practical experience from executive positions, including assignments in different European countries, combined with a rationality streak from his engineering background, led him to question traditional, accounting-based assumptions used in company valuation and assessment. A major corporate reshaping assignment encouraged him to develop an alternative approach to business analyses. In 1984 he started his own company to focus on this development.

**Hans V.A. Johnsson** is a partner in Realbiz International AB and a senior advisor to Kreab, a leading consulting firm in Europe . His background includes leading positions in banking and engineering industries, in the last 20 years mostly in the US . In the 90's he had consulting assignments in Europe, Asia and the US , serving clients in telecommunications, forestry, insurance, power utilities and manufacturing industries. He served



***A 21st century approach to management and reporting***

three years on the board of the Advertising Research Foundation in NY and three years as president of the Connecticut Chapter of the BMA. He developed an early interest in post-industrial value creation and metrics, and expanded it in articles and presentations at universities, seminars and conferences in the US , Canada and other countries.

In 1995, the two executives were intrigued with an editorial in the CFO Magazine head-lined ♦The Failure of Accounting♦. The theme became a challenge for a group of executives to do research aimed at finding out whether, indeed, accounting was a failure, as some pioneers in business and academia were beginning to suspect. Their critical analyses included expertise from auditing, insurance, risk management, banking, venture capital and major multi-divisions corporations, as well as more than 1,000 live business analyses. Their growing reservations about the relevance and reliability of accounting-based reporting and management methods have, of course, been amply confirmed during the present accounting and auditing crisis.

**REALBIZ ® ♦ Management Tool** is the result of this extensive work, presenting an entirely new approach to company fundamentals. It comes at an appropriate time, given the present turmoil in accounting and auditing.

**Click [here](#) to order a copy of The Baseline Revolution**

Copyright ©2019 Rodenberg Tillman & Associates

**Affiliated with**

