

PRESS RELEASE (For release Tuesday 1.3.2011 08:00 AM)

The NO FEAR project: How the PlayStation generation will change the nature of leadership

NO FEAR is an international book and web project with the goal of finding tools for leading a new generation. The importance of doing this is emphasized by the fact that global economic growth is dependant on emerging markets. In these countries the generation born after 1985 has become the primary source of both experts and consumers. The values, methods and rapid globalization of this new generation will have a direct impact on the management and structure of successful organizations. Talk of hierarchical structures turning into networks is a reality in many successful companies.

Pekka Viljakainen, a Finn with over 20 years' experience in developing expert organizations, is the driving force behind the NO FEAR project. Other participants include Arkady Dvorkovich (assistant to the President of Russia), Bill Fischer (professor at IMD Business School) and Alex Lin (CEO of ChinaValue). In addition, the NO FEAR project has invited 50 corporate leaders, influential individuals and researchers to take part in a virtual discussion. A web community opening in late March 2011 will allow their participation. The service is fully integrated with Facebook technology.

Pekka Viljakainen comments: "For years I've dreamt about facing the challenge of putting my thoughts on leading, leadership and creating a new generation of services in writing. I've been privileged to be able to face this challenge with a real global team willing to put their time and energy into this project. I've also been moved by the show of support from an extensive network of corporate leaders. There seems to be a genuine need to deal with this subject matter".

The NO FEAR project is wide in scope, international in its scale, and it runs on a 100% volunteer basis. The book's authors will donate their fees towards the development of the leadership training programs at Moscow School of Management – Skolkovo and Aalto University in Helsinki. WSOYpro will publish the Finnish-language version of the book in both traditional and e-book format. Similarly, the English-language editions will be published by Marshall Cavendish International. There will also be similar Russian-language editions (publisher to be announced). Finnish, English and Russian editions will be released simultaneously in June 2011. Other language editions are expected to be released during 2011-12, with a view to having the project distributed in 100 different countries.

The introductory version of the website was released today (1.3.2011) at 8:00am at HYPERLINK "<http://www.nofear-community.com>" <http://www.nofear-community.com>. The project and the team behind it are introduced in more detail in the service.

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