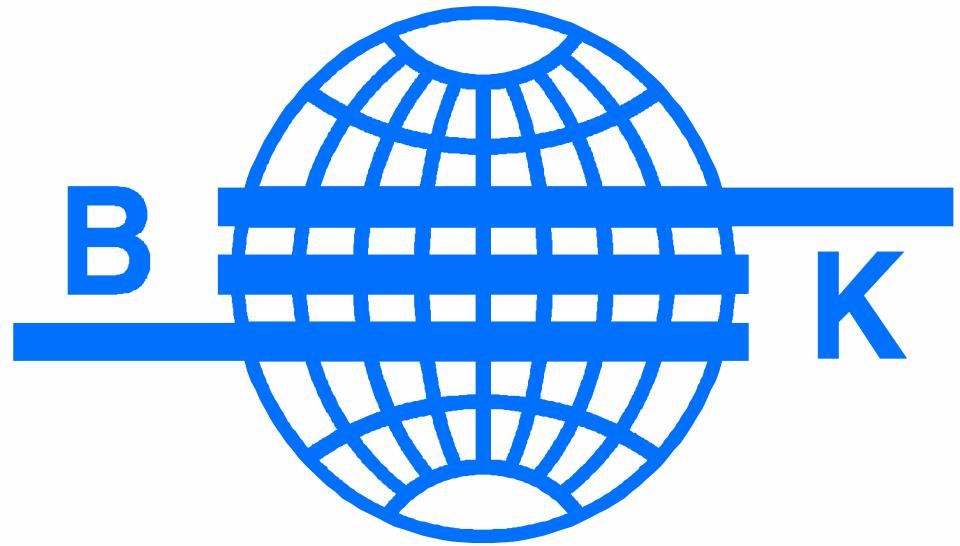
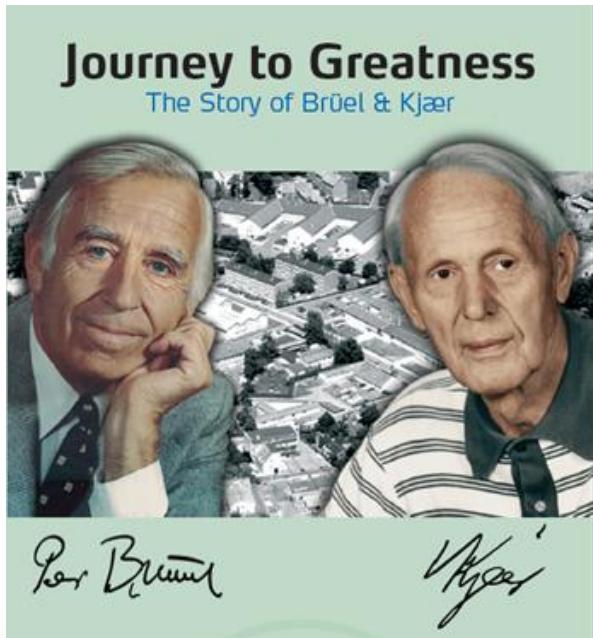


# Journey to Greatness



The Story of Brüel & Kjær

[www.bksv.com](http://www.bksv.com)

Brüel & Kjær Sound & Vibration Measurement A/S.  
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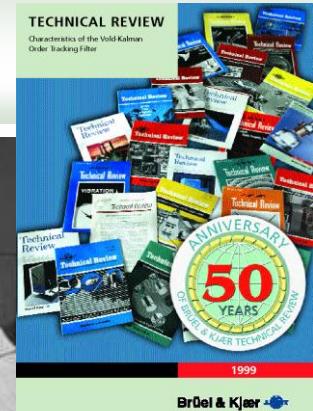
Brüel & Kjær 

# Svend Gade

- Civilingeniør i Akustik, 1973  
Danmarks Tekniske Højskole
- Brüel & Kjær siden 1980
- Forfatter til mange artikler
  - » Konference indlæg
  - » Technical Reviews
  - » Applikations Noter
  - » Artikler i tidsskrifter
  - » Kapitler i bøger
  - » Hjulpet med bogen om B&K
  - » og meget mere...
- Anvendelsesspecialist og
- Underviser ved



**Brüel & Kjær**  
university



# Ny 349 siders bog om B&K's historie – Jan. 2012

Jackson Mowry and Gitta Borring

Journey to Greatness

**Journey to Greatness**  
The Story of Brüel & Kjær

Per Brüel

Viggo Kjær

1942 - 1992

Bogen er på engelsk

(continued on back flap)

USA \$70.00, Denmark 400 DKK

**Journey to Greatness**  
The Story of Brüel & Kjær

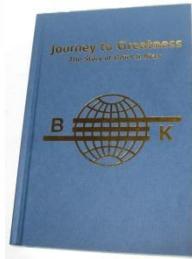
It was 1937. The Nazi's controlled Germany and would soon control Europe. Two students at the Technical University in Copenhagen, Denmark, met and agreed to cooperate on their studies and course projects. Their lifelong partnership would result in a truly great company, a flagship of the Danish electronics industry for close to fifty years. Per Vilhelm Brüel (Doctor Brüel) – short and witty; charismatic; adventurous; full of ideas; street smart; export craftsman; clever negotiator; able to express complex subjects verbally and on paper in an understandable way; fluent in Danish, German, English, Swedish, and a little French and Italian; lover of fine wines, clothes, automobiles and airplanes; usually charming but with a quick temper. Viggo Kjær (Master Kjær) – devoted husband and father; tall; aristocratic; achieved the second highest score of any student in the 110-year history of the university; shy; soft spoken; brilliant engineer and designer; meticulous attention to detail; cost-conscious to an extreme; encyclopedic knowledge of everything he considered important; always highly respected.

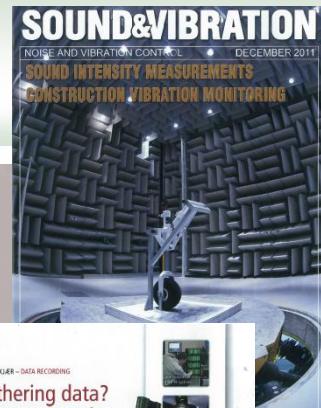
In 1942, Per Brüel and Viggo Kjær decided to form a corporation to design and manufacture electronic instruments. Both had experimented with the blossoming radio technology during their childhood. While it was difficult to obtain parts to build instruments during the Nazi occupation of Denmark, they succeeded with help from the resistance movement and Kjær's contacts with other manufacturers. Per Brüel sold their modest production of instruments traveling throughout Scandinavia on his motorcycle.

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The company expanded continuously from the 1950s through the 1970s. New buildings and hundreds of employees were added. Brüel & Kjær gained a reputation as a great place to work and always tried to hire the "best of the best" people. The product line expanded greatly under the tightly-controlled expertise of Viggo Kjær. Per Brüel qualified as a pilot in command and acquired company aircraft to improve interactions with customers throughout Europe. A fleet of station wagons, buses and trucks equipped with Brüel & Kjær instruments brought "hands on" demonstrations.

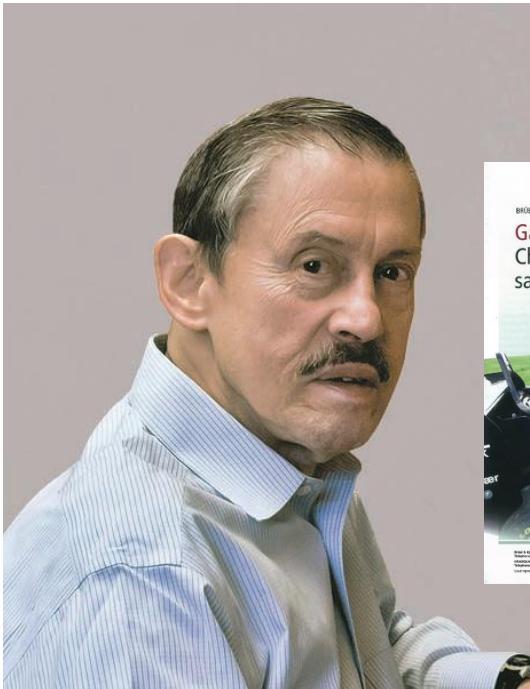
During the cold war, Brüel & Kjær took advantage of





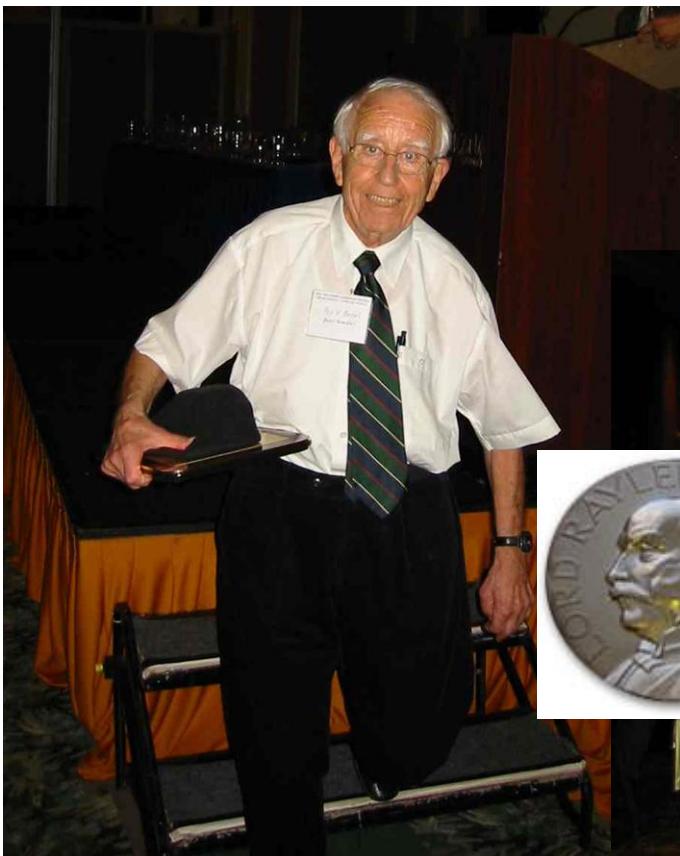
# Forfattere Jack Mowry og Ghita Borring

- Arbejdede 1955 - 1966 for B&K Instruments Inc. Cleveland Ohio, USA
- Redaktør og forlægger på *Sound & Vibration Magazine* siden 1967 (45 års jubilæum)
- Forsøgte, dog uden held, med Harry Zaveri i 2002 at finde en journalist/forfatter til bogen
- Dansk freelance journalist som Jack mødte i USA 2004
  - » Skrevet bogen "Vejen ud af magten" om 5 danske CEO
- Foretog interviews af Per Brüel & Viggo Kjær 2004/05
  - » 20 kapitler til bogen færdig i 2005



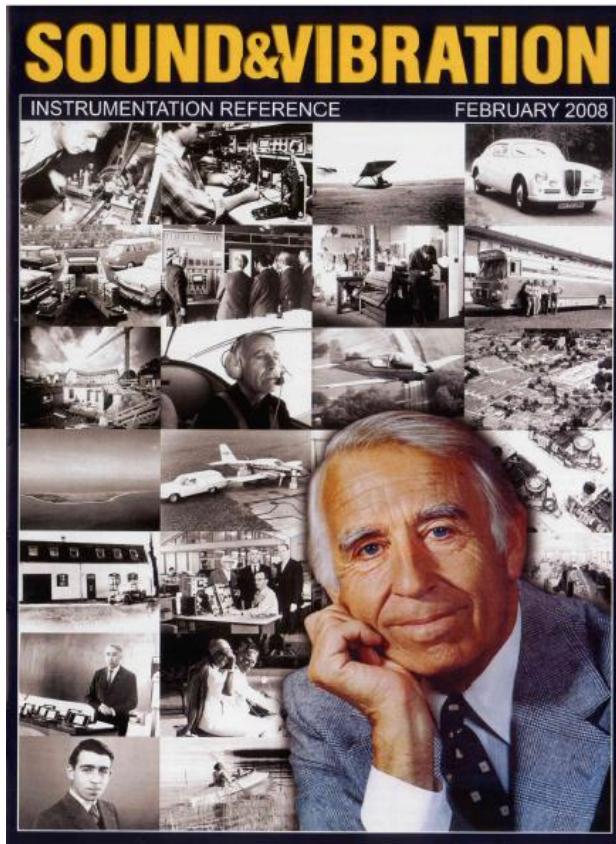
# Svend Gade: Ærestale for Dr. Brüel, 2002

- Cancun, Mexico, December 2002
  - Acoustic Society of America
  - Mexican Institute of Acoustics

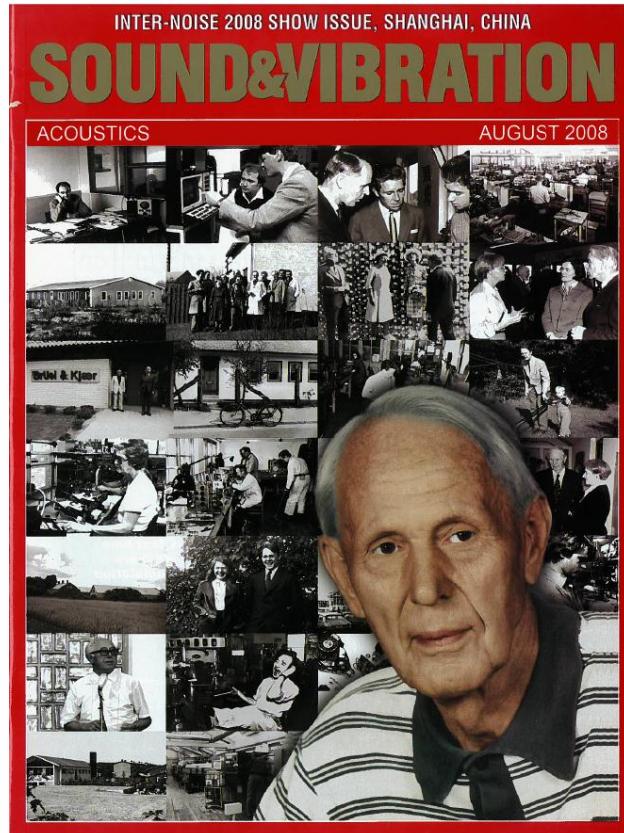


- “John William Strutt, 3<sup>rd</sup> Baron of Rayleigh Medal” til Leo L. Beranek & P.V. Brüel

# Sound & Vibration Magazine, 2008



- Februar 2008 udgave
- August 2008 udgave



- Artikler af Per V. Brüel (Harry Zaveri)
- Ledere af Svend Gade
- Historiske billeder (Layout Katja Kastrup – 65 figurer)

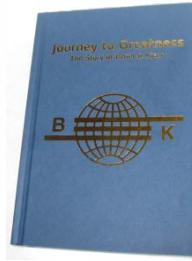
[www.SandV.com](http://www.SandV.com)

# Arbejdet på bogen 2010 – 2011

- Status 2010
  - » Manuscript dækkede kun V. Kjær & P.V. Brüel, ikke firmaet B&K
  - » Historien slutter i 1992. Ikke nogen lykkelig slutning!
- John Mitchell
  - » **B&K Nærum** 1990 – 1992, Maskinovervågning
  - » **Hjulpet Jack** i mange år med Sound & Vibration Magazine
  - » **Inviteret** i juni 2010 til at hjælpe med at færdiggøre manuscript
  - » **Kontaktet** mange nuværende og tidligere B&K ansatte for med deres minder at addere farve og dybde til Ghitas excellente kapitler
- Katja Kastrup
  - » **B&K Nærum** 1994 – 1998, "Afd. 3"
  - » **Freelance Art Director** "*The Creative I*"
  - » Freelance arbejde for B&K MarCom, 2000 - 2008
  - » **Skannet** utallige historiske billeder og dokumenter
  - » **Renskrevet** PVB's luftfarts logbøger - **Layout** mm.



# Indhold 1, 30 kapitler & 5 Appendikser



## Fire sektioner

- Begyndelsen
- Vejen til rigdom og berømmelse
- Slutningen på en æra
- Erindringer og genrejsning

- Kapitel 1 til 5
- Kapitel 6 til 22
- Kapitel 23 til 26
- Kapitel 27 til 30



This fascinating story of the lives of two men, Per Brüel and Viggo Kjær, the company they formed, and its place in the industrial world, is must reading for anyone interested in entrepreneurship, quality management, and the history of technology. It is also a remarkable story of how two men, who never developed a product that of major importance to the field of acoustics, revolutionized the industry with the decision of its major competitor (Danish Radio Company of Cambridge, Massachusetts) after World War II to abandon its own research and development program in the field of acoustics.

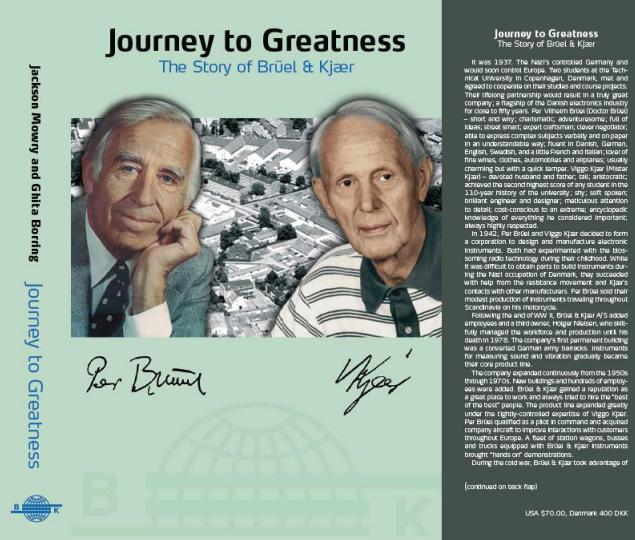
A major reason for the success of Brüel & Kjær was the unusual marketing efforts of those who founded the company. They believed that the future of acoustics was in the field of measurement. The high quality products designed to meet changes from the analog to the digital age, at brought to fruition by the management skills of Viggo. Interesting is the demonstration, at the end of this book, of the company's ability to compete with the largest companies in the world in the production of microphones.

— Leo L. Bertram  
Cambridge, Massachusetts, U.S.A.

Fascinating, inspiring and sometimes heartbreaking tales are presented here. We invite those who dare to make the impossible and their work, particularly to achieve what others who give up. This book is an much about the journey of one of the greatest instrumentation manufacturers in the century. It is also about the growth of the company, the originality of the founders, and the part to which a good company is the formation of the armistice, strong friendship between the two founders, and the great success of the company in the field of acoustics, a dangerous period in Chinese history. It shows that friendship and technology are truly without borders. This book is also inspiring and interesting to read. The journeys of Per Brüel and Viggo is all about finding your dreams, achieving them, and then moving on to the next. They are always learning, always being ready to learn and explore new things, and driving for the best.

Building a corporate religion, which clearly outlines your own time, was one of the many accomplishments of the two founders. The company's ability to survive through the years of war, destruction, sustained, reinforced and lead is very well illustrated in this super laid-out puzzle of 70 years of history. The company's ability to move forward and to keep growing in the field of acoustics. Many of the processes and values which Per Brüel and Viggo Kjær formed and implemented in the first 20 years of the company's sharing, were also the fundamental which facilitated a well deserved company culture. The company's ability to constantly improve and to listen to the needs of its customers, going the extra mile to ensure that the customers get the maximum value from their solutions. The company's ability to constantly improve and to keep innovating, to constantly adapt and adopted by thousands of test assets across over seven decades. Viggo Kjær's very demanding engineering design and strict development processes are still held in high regard in fact at the time of today. Also, the many years of experience and knowledge that he spent the data engineering in Nærum, to the benefit of many other global companies.

— Henrik Hilleksen  
Price One  
Rødovre, Denmark

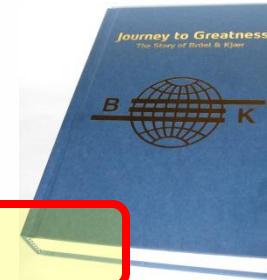


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Per Brüel's German experiences

## 4 Those Who Served as Models

Formal education of Per Brüel and Viggo Kjær, early work

## 5 Coping in Time of War

Per Brüel's Nazi occupation experiences

## 6 License to Operate

Company philosophy, personalities, organization

1



7

60 års jubilæum

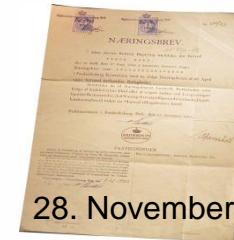
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P.O. Pedersen

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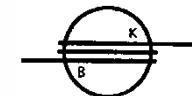
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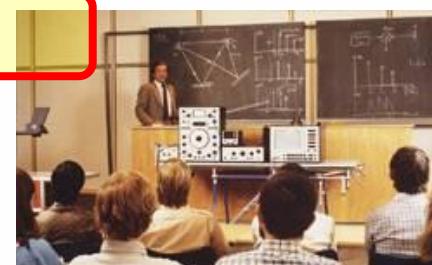
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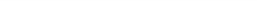


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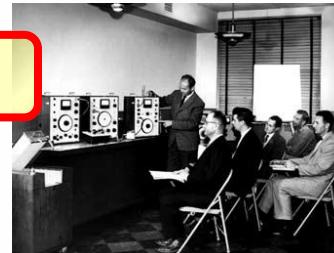


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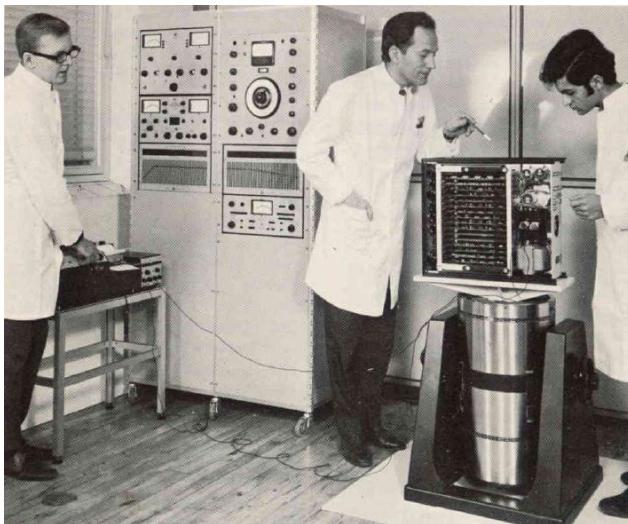
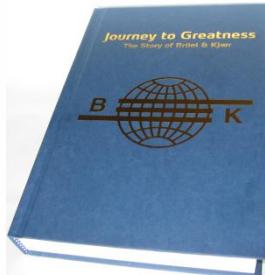
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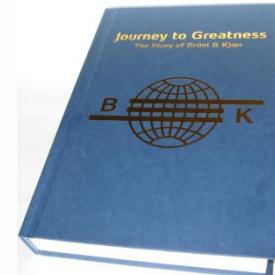


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# Tre spørgsmål til Dr. Brüel & Hr. Kjær, Dec. 2011

- Hvad er det bedste minde fra B&K årene?

- **Kjær:** At gå på arbejde sammen med min hustru
- **Brüel:** At rejse, møde folk, kolleger, akustikere rundt omkring i verden – specielt professor Maa Daa You (MIT)

- Hvilke faktorer var medvirkende til at B&K blev et så bemærkelsesværdigt firma?

- **Kjær:** Synergien mellem Kjær, Brüel & Holger Nielsen
- **Brüel:** Niveauskriveren

- Hvordan tiltrak firmaet så mange fantastiske medarbejdere?

- **Kjær:** Folk fik lov til at arbejde selvstændigt under eget ansvar
- **Brüel:** Det var sjovt at arbejde der - og der var en lovende fremtid

# Ny 349 siders bog om B&K's historie – Jan. 2012

Jackson Mowry and Gitta Borring

Journey to Greatness

## Journey to Greatness

The Story of Brüel & Kjær

Per Brüel

Viggo  
Kjær

Med mange illustrationer og  
utallige underholdende anekdoter

Pris 400 DKK

### Journey to Greatness

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It was 1937. The Nazi's controlled Germany and would soon control Europe. Two students at the Technical University in Copenhagen, Denmark, met and agreed to cooperate on their studies and course projects. Their lifelong partnership would result in a truly great company; a flagship of the Danish electronics industry for close to fifty years. Per Vilhelm Brüel (Doctor Brüel) – short and wily; charismatic; adventurous; full of ideas; street smart; expert craftsman; clever negotiator; able to express complex subjects verbally and on paper in an understandable way; fluent in Danish, German, English, Swedish, and a little French and Italian; lover of fine wines, clothes, automobiles and airplanes; usually charming but with a quick temper. Viggo Kjær (Mister Kjær) – devoted husband and father; tall; aristocratic; achieved the second highest score of any student in the 110-year history of the university; shy; soft spoken; brilliant engineer and designer; meticulous attention to detail; cost-conscious to an extreme; encyclopedic knowledge of everything he considered important; always highly respected.

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During the cold war, Brüel & Kjær took advantage of

(continued on back flap)

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Brüel & Kjær 

Brüel & Kjær kan fejre  
70 års jubilæum

28. november 2012

Bestillingsliste

Bogoverrækkelse



Tak til Senior klubben