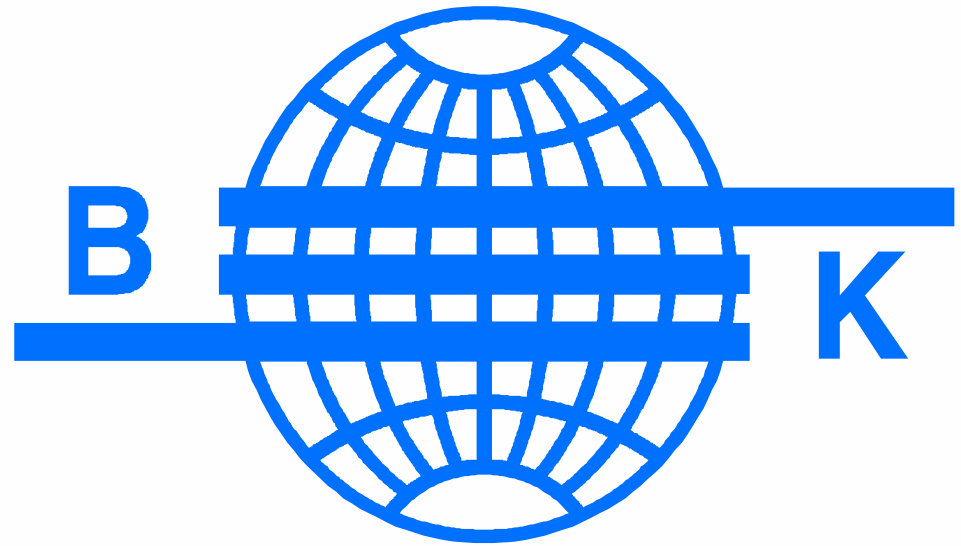
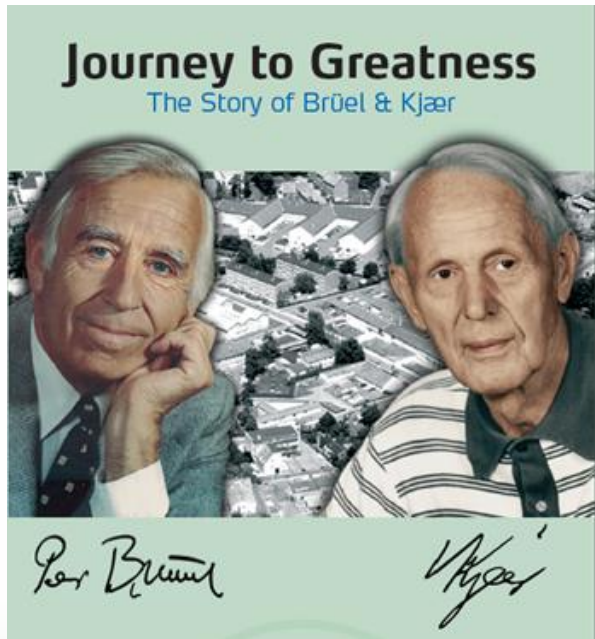


Journey to Greatness



The Story of Brüel & Kjær

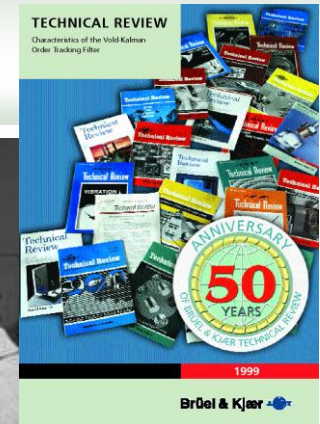
www.bksv.com

Brüel & Kjær Sound & Vibration Measurement A/S.

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Svend Gade

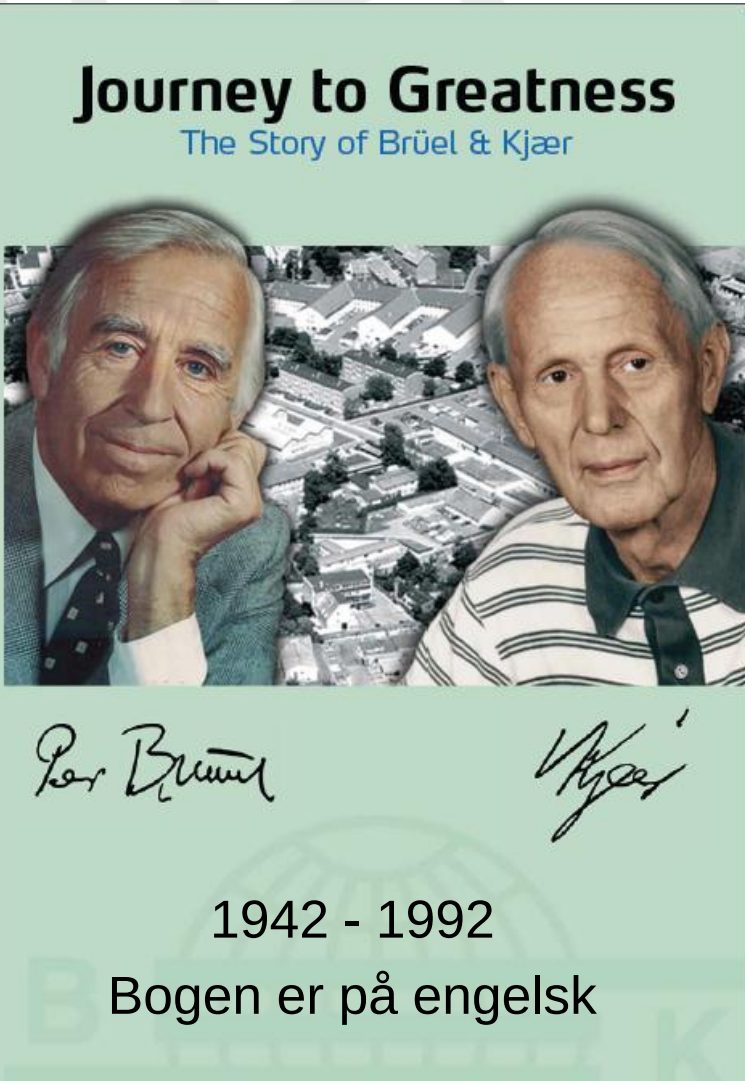
- Civilingeniør i Akustik, 1973
Danmarks Tekniske Højskole
- Brüel & Kjær siden 1980
- Forfatter til mange artikler
 - » Konference indlæg
 - » Technical Reviews
 - » Applikations Noter
 - » Artikler i tidsskrifter
 - » Kapitler i bøger
 - » Hjulpet med bogen om B&K
 - » og meget mere...
- Anvendelsesspecialist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



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

Jackson Mowry and Gitta Borring

Journey to Greatness



Journey to Greatness
The Story of Brüel & Kjær

1942 - 1992

Bogen er på engelsk

Journey to Greatness

Journey to Greatness
The Story of Brüel & Kjær

It was 1937. The Nazis 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 wiry; 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.

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.

Following the end of WW II, Brüel & Kjær A/S added employees and a third owner, Holger Nielsen, who skillfully managed the workforce and production until his death in 1978. The company's first permanent building was a converted German army barracks. Instruments for measuring sound and vibration gradually became their core product line.

The company expanded continuously from the 1950s through 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, busses and trucks equipped with Brüel & Kjær instruments brought "hands on" demonstrations.

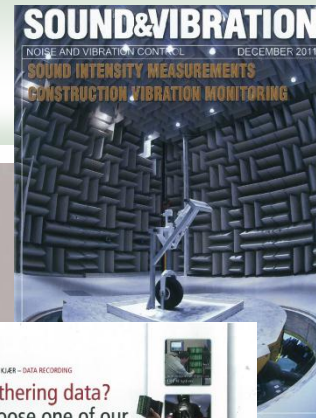
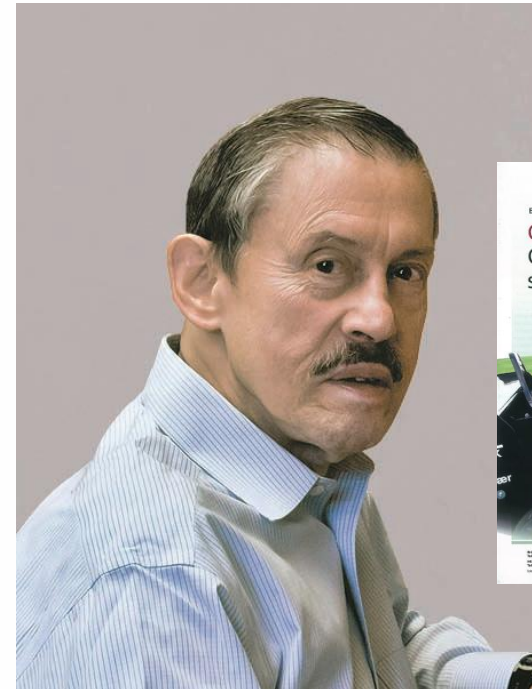
During the cold war, Brüel & Kjær took advantage of

(continued on back flap)

USA \$70.00, Denmark 400 DKK

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

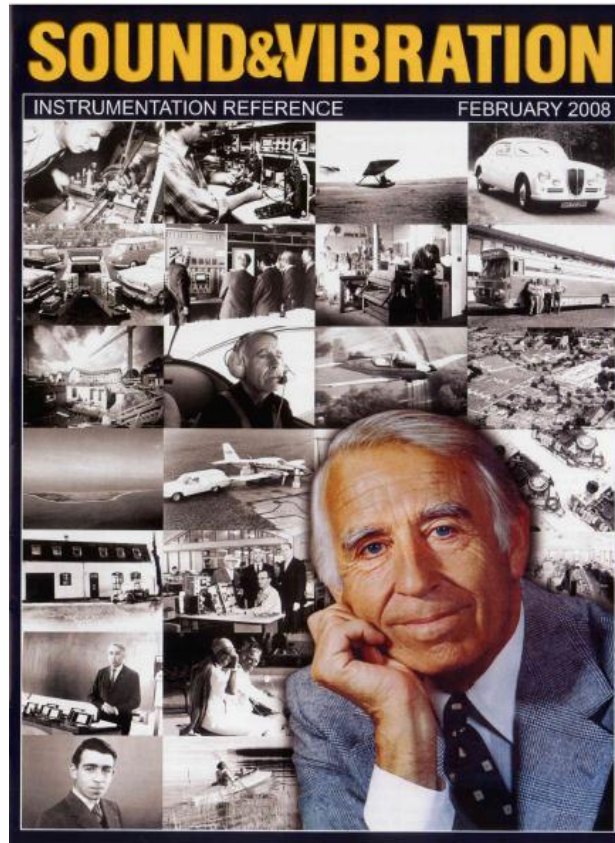


- Cancun, Mexico, December 2002
 - Acoustic Society of America
 - Mexican Institute of Acoustics



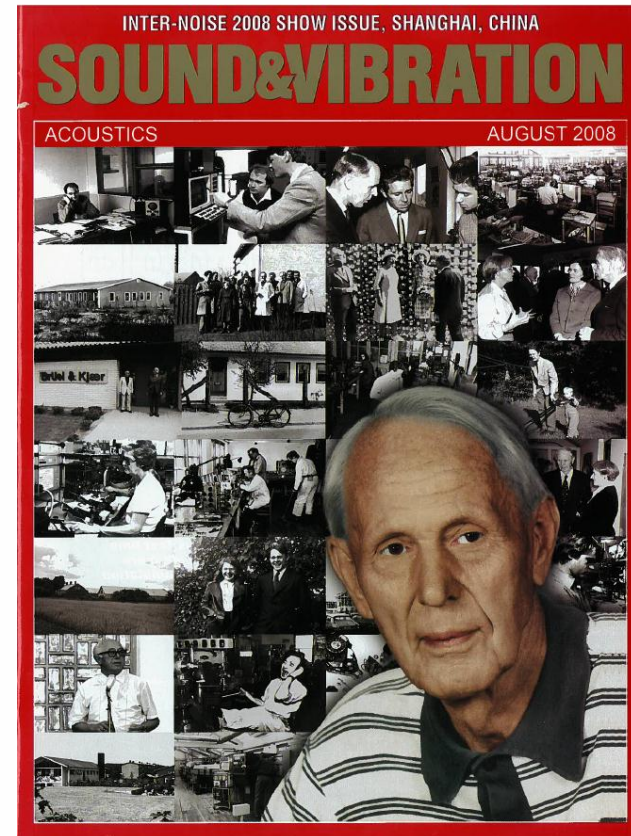
- “John William Strutt, 3rd Baron of Rayleigh Medal” til **Leo L. Beranek & P.V. Brüel**

Sound & Vibration Magazine, 2008



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

- Februar 2008 udgave
- August 2008 udgave



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!

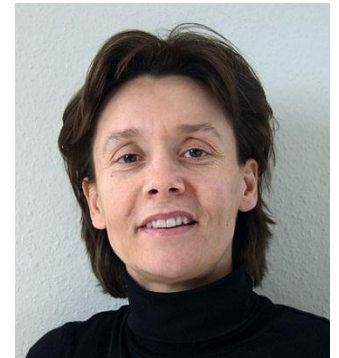
- John Mitchell

- » **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 manuskript
- » **Kontaktet** mange nuværende og tidligere B&K ansatte for med deres minder at addere farve og dybde til Ghitass excellente kapitler

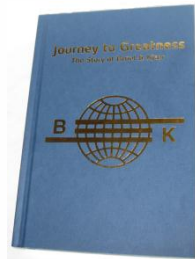


- Katja Kastrup

- » **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

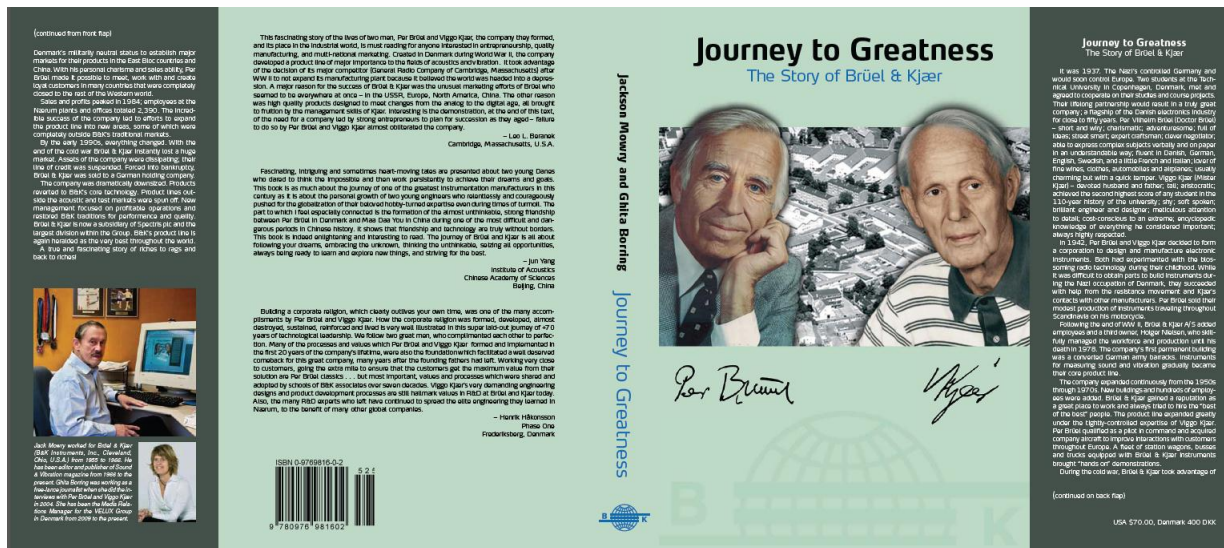
- Begyndelsen
- Vejen til rigdom og berømmelse
- Slutningen på en æra
- Erindringer og genrejsning

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Kapitel 6 til 22

Kapitel 23 til 26

Kapitel 27 til 30



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4 Those Who Served as Models

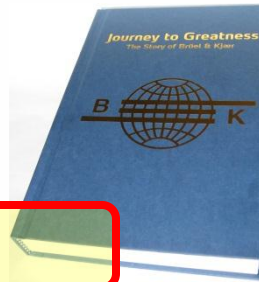
Formal education of Per Brüel and Viggo Kjær, early work

5 Coping in Time of War

Per Brüel's Nazi occupation experiences

6 License to Operate

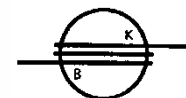
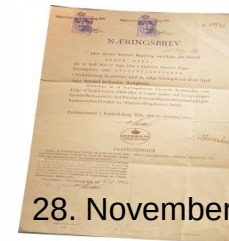
Company philosophy, personalities, organization



60 års jubilæum



P.O. Pedersen



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10 An Unorthodox Approach

Early sales trips

11 High Road to China

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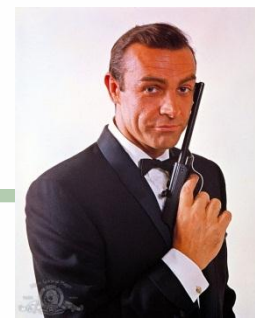
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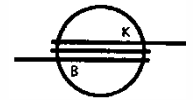
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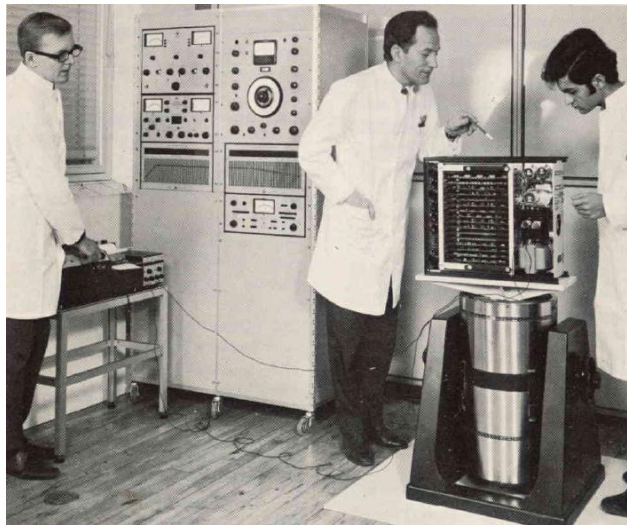
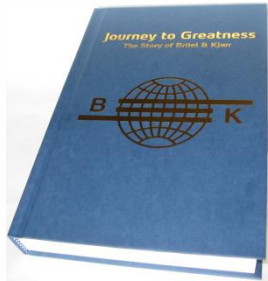
Restoration to greatness



Indhold 6, Appendiks A – E

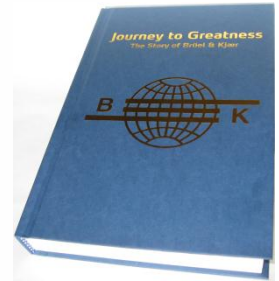
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Ca. 1971



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Familieskænderier paralyserer Brüel & Kjær

E Børsens 4 October 1991 324

Brüel & Kjær taber 3½ mio. om ugen

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

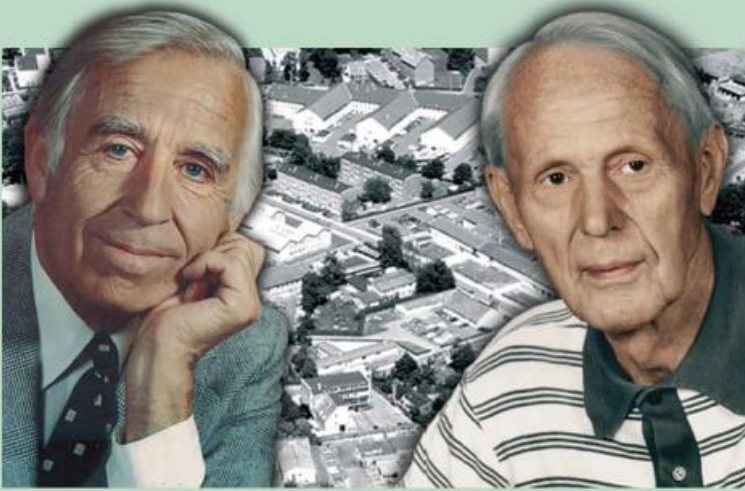
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Jackson Mowry and Gilda Boring

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
The Story of Brüel & Kjær

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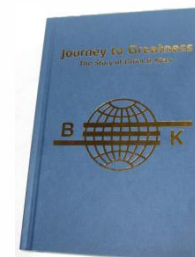
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Brüel & Kjær kan fejre
70 års jubilæum
28. november 2012

Bestillingsliste



Bogoverrækkelse

Tak til Senior klubben