

EDITORIAL

The second number of the FUTURE consolidates the mission of the magazine to divulge unknown research on studies of the future and strategies of the organizations. This number presents two interesting articles that approach studies of the future and scenes and more six articles that present different dimensions and boardings of strategies of the organizations, as the creation of competitive advantages, the entrepreneurship and the creation of value. An article treats on the technological strategy and competitiveness in international scope. With satisfaction that we present the articles that compose this number of the FUTURE.

The article of Marcelo D' Emídio is resulted of a quantitative research that has for objective to validate if prospective the model informally known as "law of Moore" adequately describes the technological evolution of the processors. The author uses the method of technological forecast of trend extrapolation to verify if he is reasonable to use this model as predictive tool, considering the application made in the study.

Félix Larrañaga presents an article on the basis of exploratory research, whose objective is to analyze one of the business-oriented tools of management of bigger interest for the enterprise world, the technology of radio frequency identification (RFID). In the study the opinions of involved specialists in the industry are analyzed, commerce and logistics management of diverse sectors, being presented an ample vision of the current and future behavior of this technology.

The objective of the article written for Adalberto Américo Fischman and Eduardo Armando was to analyze, by means of 8 studied cases, the attainment of sustainable competitive advantages (SCAs) for internationalized companies who act in Technology of the Information. The authors identify to the main challenges for the managers how much the identification, development and protection of the (SCAs) of the companies.

The article of Marina Carrilho Soares and Heidy Rodriguez Ramos is resulted of a descriptive qualitative research, having been made a study of case with a company recently established in the Brazilian sugarcane sector. The objective of the study is to identify in the sugarcane sector of Brazil, cases of new international enterprises, bringing the study of one of these cases to the light of the boarded theories.

Authors Flavia Luciane Scherer, Clandia Maffini Gomes and Cristina Ceribola Crespam present an article that deals with practical to social and environmental AND ENVIRONMENTAL management in the organizations, being these practice each time more excellent for the strategy of the companies. The article presents descriptive research with application of survey for collection of data in exporting Brazilian companies of footwear.

Manuel Portugal Ferreira, Fernando A. Ribeiro Serra, Carlos Duarte and Tânia de Matos Gomes Marques argue the subject of the national competitiveness in terms of innovation systems, investments and technological capacities. The authors suggest that one successful technological politics can be promoted by the attraction of certain types of foreign investment and by supporting internationalization of companies, contributing to raise the national endowment of knowledge.

The article of Alfonso Carneiro Lima, Edison Fernandes Polo and Fátima Regina Ney Matos deals with the creation of the automaker Troller Veículos Especiais (TVE). By analyzing this interesting case, the authors investigate the entrepreneurial and strategic process of discovering opportunity, the analysis used for internal and external factors, and the adoption of its strategic positioning in exploring two automobile market niches.

The objective of the article presented by Altair Borgert, Léo Schonorrenberger, Jóici Martins and Maurício Fernandes Pereira is the construction of a model of cost evaluation, providing managers and decision makers with information to support the resolution process. The authors analyze contemporary costs approaches and compile the variables for the construction of a flexible costs model that can be adapted and used in companies.

Finally, João Francisco Aguiar, Leonardo Fernando Cruz Basso and Herbert Kimura presents a research that has tested a Value Added Intellectual Coefficient Model, with the objective to evaluate its significance in the value creation, applying it to the Metal Products Manufacturing segment, for the period 2000 to 2006, comprising companies with more than 100 employees throughout Brazil, resorting to a panel of static data.

Good reading!

James Terence Coulter Wright

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