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# Keynote Presentation: Enterprise Intelligence: The Advantage of Brains in a Brawny World Market

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## ABSTRACT

To believe the consumer press, the United States is both losing its manufacturing jobs to overseas competitors, and buying its goods chiefly from those same competitors. But that is a simplistic and incorrect view. We manufacture far fewer Christmas decorations and electric brooms, it is true, but hold our ground in NMRs, steam turbines and high-end lasers, to name a few. We do so because the United States has become the "brains" of global manufacturing, the innovator and the visionary. How secure is our global position as the nerve center of manufacturing, and how do we cultivate it? And how, for example, can those consumer-goods manufacturers use enterprise intelligence to win their tough global challenges?

**No paper was submitted for publication.**

## CONTACT INFORMATION

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