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Follow Adera´s growth on uncensored blog

Magnus Penker, CEO of the rapidly growing consulting company Adera Group, gives everybody the opportunity to follow the company's growth in his blog. The blog makes it possible for employees, suppliers, potential investors and others to closely follow everything that happens in the company, which is expecting to grow both through acquisitions and organically from 27 MSEK 2005 to 750 MSEK 2010.

Adera Group helps customers with marketing- and business development, which demands a large number of competencies. This is why Adera Group includes five companies focusing on marketing development, new media and management consulting. But to strengthen the offer to customers even more, Adera is planning to acquire more companies.

- That I begin by talking about our journey in a blog feels like the best way to be the open company we are striving after. What's more, the blog becomes central in terms of keeping together and developing a company like ours with many different disciplines, says Magnus Penker, CEO Adera Group.

- I am convinced that the winners of the future are those companies that dare to be open, something you can see in the USA, where many successful company leaders have their own blog. In our blog, you can read unmoderated text about how we are developing, about our successes and failures and how we continue to grow, continues Adera Group's CEO.

Adera Group is expecting to have a turnover of 750 MSEK 2010. Until then, the expansion will continue. An additional two companies that Adera has signed a letter of intent with will join the Group during the Spring. Today, the Group consists of TaketeFCN, Scandinavia's largest advertising agency within business-to-business, the educational company E&P Group, brand consultants Level 5 and the management consultants CVM Sweden and Frost, which works in e-commerce and new media.

The blog's address: <http://aderagroup.blogg.se>

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