

Managing Director

New Thinking, different actions

Letter of recommendation

*Through education, training and ongoing learning we create the future:
We learn to see what we already know from a new angle. We learn things that are unknown to us.
Knowledge based on established theory and practical experience enriches us and gives us the strength to
face our challenges.
What we learn changes our point of view and the way we act.
This is how we evolve and learn to bring about change.*

Dear Madam/Sir,

The PEF Private University for Management is one of twelve accredited private universities in Austria and has now been training managers and business owners in the field of social and economic sciences for eight years.

We organize both classes and heterogeneous study groups; we offer a wide variety of learning methods and develop our students' competency with a view to a holistic education.

Since 2006, the PEF Private University has offered a degree program for a Master of Science in Construction Management (duration: four semesters and 56 days), providing managers in all fields of the building industry and construction management the expertise to face the challenges of business management. At the same time this program nurtures the development of their personal and social skills.

The degree program on construction and business management is currently directed by university professor Dr. Egon Maximilian Bodner (of PEF University). High-level experts in the field and in science guarantee the supreme quality of this course.

We are proud that right from the beginning the PEF Private University for Management was able to count Mag. Regina Obermayr-Breitfuss, PhD -- a renowned expert in the domain of intuition --among its lecturers. PEF students with professional experience value her course "Intuition and Perception" as practical, relevant and useful. She achieves excellent evaluations from her students who are given a new perspective and approach to the complex problems of everyday business (while making the best out of their existing practical experiences. Dr. Obermayr-Breitfuss' course will continue to be an essential component of our academic study program.

Dr. Regina Obermayr-Breitfuss has been conducting research in the field of intuition for over twenty years. Her insights are based on her doctor's thesis and were first published in 2003 in a book entitled *INTUITION – Theorie und praktische Anwendung (INTUITION – Theory and Practical Application)*. Her publication contains a comprehensive view of various definitions of the term intuition and their significance. She goes far beyond the common understanding of "passive" intuition and explains in easy-to-understand yet vivid language how anyone can use intuition in an "active" way.

When Dr. Obermayr-Breitfuss initiated her research, intuition had rarely been the subject of scientific discussion. Today, an internet search entitled "training on intuition" brings up as many as 34,000 entries. Prof. Peter Kurse, PhD, for example, applies "collective intelligence" for his market analyses. Using systematically designed questionnaires, he triggers "intelligent processes". He uses the intuition of his test subjects and processes it into non-statistical models of prognosis. The examples given are encouraging and inspire our desire to develop and use our own intuition.

Fortunately, the book *INTUITION – Theorie und praktische Anwendung*, now standard literature in its domain, is about to be translated into English and French.

Dr. Obermayr-Breitfuss does not receive any public funding for this publication project, which is why she is kindly requesting financial support.

Together with Prof. Peter Kurse, PhD, honorary professor for general and organizational psychology at the University of Bremen, Germany, we are convinced that intuition represents a "gigantic solution to complex problems" and that success is based on "the intuitive expertise of today's managers".

We support this publication and would be very pleased to see its translation into two of the world's most important languages, making it accessible to the largest possible international circle of readers.

With kindest regards from PEF,

Andrea Koblmüller
Vienna, July 13th 2009