

Eddy Brinkman | Betase BV
Writes technical background stories



*Eddy Brinkman works at the interface of language and technology.
He combines thorough technical knowledge with his ability
to explain this technology in clear language.*

Eddy Brinkman writes about **chemistry**, **materials science**, **advanced ceramics**, **membrane technology** and **information technology (ICT)**. In the Dutch as well as the English language, at an academic professional and intellectual level. You can hire him as a **ghostwriter** to write 'in your name', or as a **technical translator** to translate technical documentation between Dutch and English. Moreover, he writes in his own name.

Eddy Brinkman helps anyone who has a need for a good background story, but who does not have the **knowledge**, **experience**, **(wo)manpower** or **time** to write this. He works for marketing & communication departments of technical companies and their (future) customers, for technical education and research institutes, for (inter)national public-private partnerships, and he publishes his own books and stories.

The technical background stories appear as:

- **Case studies** : descriptions of a successful technological solution for a problem in the market, along the (proven) lines *context - problem - solution - result*
- **White papers** : stories with facts, useful information, logic and analyses in order to understand a topic, to solve a problem or to make a (purchase) decision - at the interface of business and technology
- **Technical** articles in trade journals, for example on new developments, to explain a technical process or to tell how a device works - mainly technically oriented
- **Business** articles in trade journals - at the interface of business and technology
- Books and booklets with results and outlooks of technical **research projects** - technically oriented, combined with applications and a social context
- Reference work or **course & training material**, on paper as well as digital - mainly technically oriented
- Booklets, as a **promotional gift** or marketing tool for your customers or employees. To explain them in a clear way what you are really doing ...
- **User manuals** and other **technical documentation**, to explain to customers how a device works
- Technical **reports** with analyses - public or confidential

As a technical company, of course you are well familiar with your own technology. But that may not hold for your current or future customers. They might be willing to buy your technology only when they know *what* it is (as is the case with **new**, unknown technology), *how* it works or what's in it for them (as is the case with **complex** technology) or *why* a high investment is necessary (as is the case with **expensive** technology). So you and your customers will benefit from a clear explanation of your technology. Eddy Brinkman writes in an understandable way about this technology - but in fact he helps you to sell your technology.

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