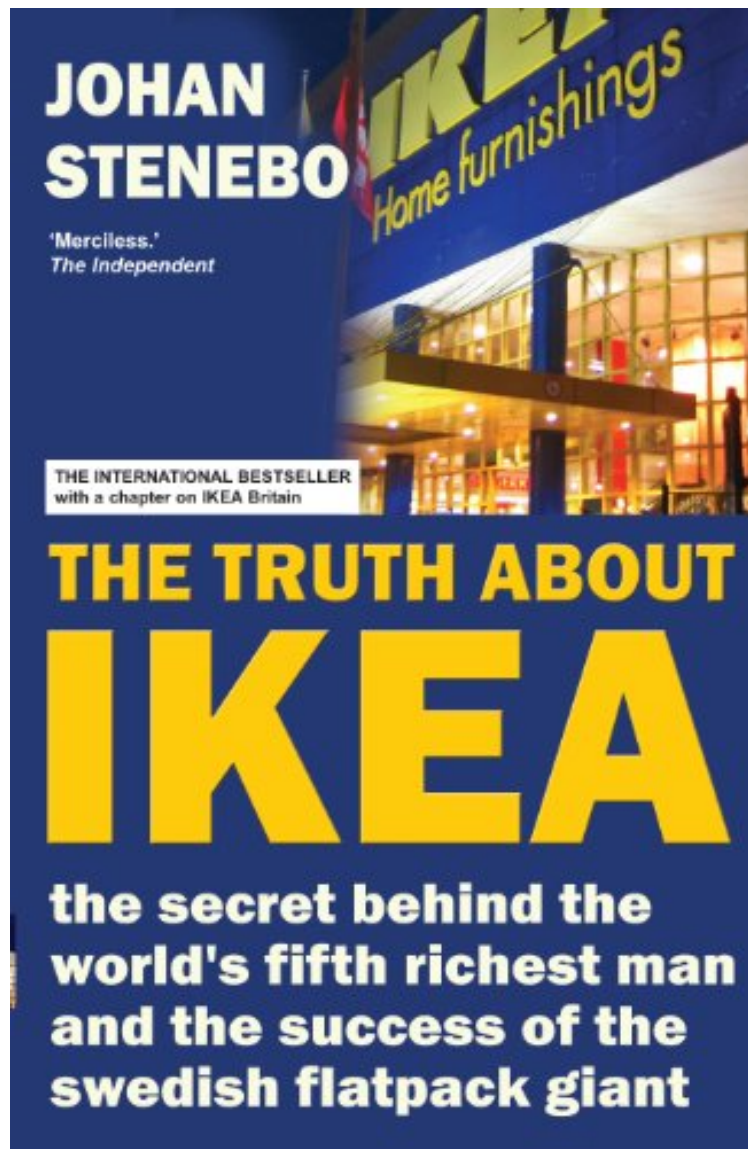


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Johan Stenebo

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C. This book reveals surprising secrets behind Ikea's success. They buy lumber from China, which comes across the border illegally from Russia! They want you to fill up your "Ingvar" bag with items you don't need. The maze used to have no exits or shortcuts and it was so crowded people were fainting. I highly recommend this book. Besides the shocking revelations, the author also reveals the personality of Ingvar Kamprad which made Ikea great. As the owner of Ikea, Ingvar Kamprad has a unique management style. He lets his managers seemingly do what they want, as he also rules with an iron hand and eventually things go Ingvar's way, which he knew all along. It's amazing to read about the details of how this management style works, and it really does work as measured by the success of Ikea. This is a well written, thoughtful book with interesting, personal stories and exciting inside looks behind the scenes of a store, which started as a regular old furniture store! This book is a history of the disruption of a retail industry. Furniture shopping was changed forever. 6 of 6 people found the following review helpful. A great insight into one of the most secretive companies in the world. By Eugen Dobric. A book with a good insight into one of the most secretive companies in the world. Especially interesting to read for the IKEA coworkers. An eye opener showing in what way the brand image is different than the reality. Although content is interesting the book is written with many grammar and spelling errors as book nears its end. 0 of 0 people found the following review helpful. the book is interesting and gives good insights into the workings of the company. By vmelli. the book is interesting and gives good insights into the workings of the company, however the english is poor: so many times the sentences are just incorrect, have typos, extra words here and there and sometimes they just do not make sense. A pity, I am not sure if it is the translation or the book was not properly edited to begin with.

How did IKEA become the world's largest design brand, as popular as Lego, CocaCola and Nike? Privately held by one of the world's richest men, the company is renowned for its secrecy. How did the company transform itself from one rural Swedish store to a global behemoth with a turnover of \$30 billion and 700 million visitors a year? In this candid analysis, former IKEA top director Johan Stenebo writes for the first time about the corporation's ruthless rise to the top. Revealing IKEA's daring and unique business model, he covers the leadership of IKEA's founder Ingvar Kamprad, with whom he worked closely, and IKEA's resourceful ways of brand management using companies like Greenpeace and WWF to cover environmental issues, as well as its challenging future without Kamprad. 'Merciless.' Independent