



The Truth About IKEA: How IKEA Built Its Global Furniture Empire

By Johan Stenebo

Gibson Square Books Ltd. Paperback. Book Condition: new. BRAND NEW, The Truth About IKEA: How IKEA Built Its Global Furniture Empire, Johan Stenebo, KEA's products are a staple feature of households all over the globe, from China to Sweden. Surprisingly, the firm has escaped any sort of moral scrutiny or serious examination how it unpacked its global empire over 2 decades years. In The Truth about IKEA, insider Johan Stenebo reveals for the first time in close-up detail the brilliance of the flatpack giant as well as where it cut corners: fell short of its green ideals, the nepotism and murky financial dealings behind Sweden's iconic flat-pack export. Casting an insider's eye over the practical application of the 'IKEA philosophy,' Stenebo cast a fascinating light inside this successful profit machine, and how Ingvar Kamprad became the world's richest man.



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