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business model so many years ahead of others, but I could not figure out what those insights were. In the meantime, unless you have a compulsive interest in learning more about IKEA today, skip this book.

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The book *Leading By Design The IKEA Story* by Bertil Torekull is an in-depth biography of Ingvar Kamprad and IKEA. This book describes the early events in Kamprad ' s life, leading up to the founding of IKEA, and then describes how IKEA has grown with the leadership of

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Kamprad.

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Leading By Design : The Ikea Story by
Bertil Torekull; Ingvar Kamprad.

HarperCollins Publishers, 1999.

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~~Ikea Story by Ingvar ...~~

Get this from a library! Leading by design : the IKEA story. [Bertil Torekull; Ingvar Kamprad] -- "In Leading by Design, Bertil Torekull, a well-known Swedish journalist, reveals the genius and the secrets behind IKEA's extraordinary success. With candor and detail, he offers insights into ...

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~~Leading by design : the IKEA story (Book,
1999) [WorldCat.org]~~

IKEA is highly focused upon design,
viewing it as a competitive advantage For
instance, IKEA stores have been designed
intentionally to what some describe as a
“ maze ” that encourages shoppers to go

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through the entire store This strategy allows shoppers to see a variety of IKEA items, possibly leading to impulse or add-on purchases

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When Ingvar Kamprad founded IKEA in

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1943, he didn't sell furniture. He sold pens, wallets, picture frames, table runners, watches, jewellery and nylon stockings—all at reduced prices.

~~IKEA's story: leading by design—Business Management Daily~~

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Leading by Design is really, of course, the story of Ingvar Kamprad, the Swedish

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furniture retailer who turned Ikea into a company that now has 41,000 workers at 150 stores in 30 countries who annually distribute 100 million catalogs and sell \$6.25 billion in goods. And what a story it is.

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~~Ingvar Kamprad, Bertil ...~~

The current IKEA leadership practices and patterns are based on leadership principles and life philosophy of its founder Ingvar Kamprad. Known to practice transformational and charismatic leadership styles, Ingvar Kamprad has been a driving force for many decades

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behind the phenomenal success of the home improvement and furnishing chain.

~~IKEA Leadership: effective application of leading by ...~~

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In *Leading by Design*, Bertil Torekull, a well-known Swedish journalist, reveals the genius and the secrets behind IKEA ' s extraordinary success. With candor and

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detail, he offers insights into Kamprad ' s cutting-edge management strategies, his enthusiasm to embrace innovative methods (such as producing ready-to-assemble merchandise and using a car door factory to produce affordable products with universal appeal), and the tools he used to grow the IKEA brand into

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a veritable industry unto ...

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Leading by Design: The Ikea Story Bertil
Torekull, Author, Joan Tate, Translator,
Bertil Torekull, Preface by HarperCollins
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He retired in 1986. At the time of his death, there were more than 350 stores in 29 countries around the world. His manifesto, *The Testament of a Furniture*

Page 28/34

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Dealer, was published in 1976 and his...

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