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Praise for The IKEA Edge "A very good book from a talented business leader [that links] values, culture, and the achievement of business and social objectives together. I have read it now three times and learned something from every passage."-Michael Spence, recipient of the Nobel Memorial Prize in Economic Sciences, 20

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APA Citation. Dahlvig, Anders. (2012) The IKEA edge :building global growth and social good at the world's most iconic home store New York : McGraw-Hill, MLA Citation. Dahlvig, Anders. The IKEA Edge: Building Global Growth And Social Good At The World's Most Iconic Home Store.

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Chapter 13 The European Expansion - The IKEA Edge: Building Global Growth and Social Good at the World's Most Iconic Home Store [Book] CHAPTER 13The European Expansion The goal in Ikea's 10/10 plan was to capture a substantial share in the European and North American markets. By "a substantial share," the plan ...

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IKEA US - Furniture and Home Furnishings - IKEA

IKEA continues on its transformation journey to meet city customers with a new store concept. CONSHOCKEN, P.A., September 24, 2019
□ IKEA Retail U.S. announced today a new store coming to the Rego Center in Queens in summer 2020. The future IKEA Queens is the first store to open in the U.S. with a new layout and will support a seamless omni-channel experience for customers.

Next stop for IKEA... Queens, NY - Newsroom - IKEA

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