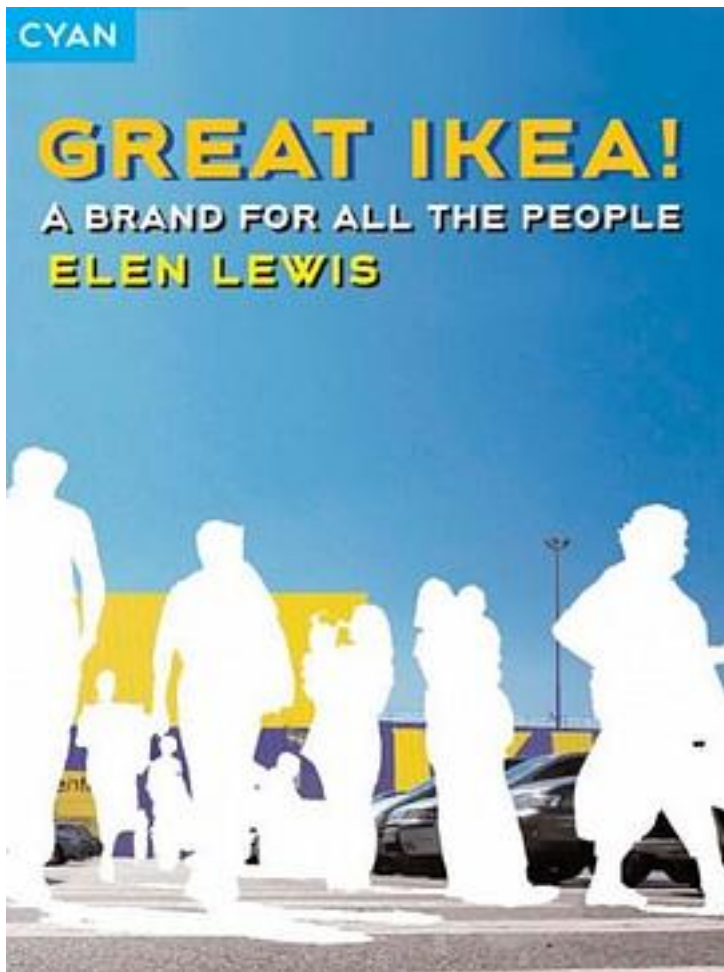


Great Ikea!



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IKEA has made hip and classic home designs affordable and attainable to the masses, and this book explains why. A captivating look at the history of the company and the

magic behind its success, this analysis examines various aspects of IKEA's sensational branding technique, from its humble Swedish roots and recognizable product names to its training academy, Almhult School, and visionary founder, Ingvar Kamprad. IKEA's foray into non-European markets, including America and Asia, and what was adapted for each is discussed, as well as how and why this company has achieved such a loyal fan base. Valuable for entrepreneurs and fascinating to anyone who has ever visited an IKEA, this is an insightful look at this global phenomenon.

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