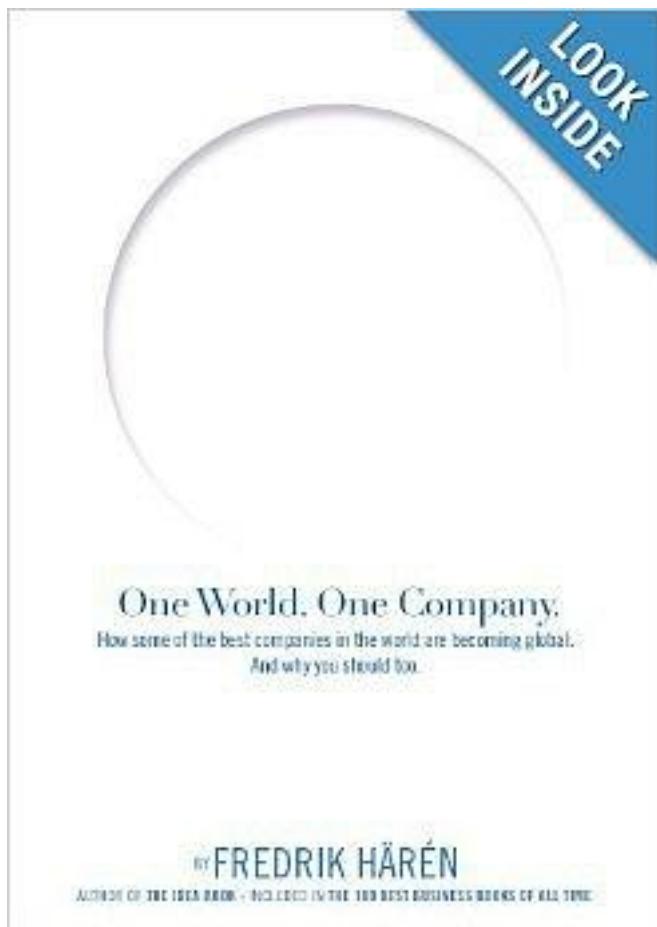


One World. One Company.



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出版者:interesting.org

出版时间:2013-2-25

装帧:Paperback

isbn:9789197547109

It is time to update the way we view the world of business. In this book, Fredrik Härén argues for why and how companies need to become global in the way they conduct business. Learn how some of the most successful companies, big and small, have been

able to make this transition; what other companies can learn from them; the challenges you will face when going global; and the dangers that loom for those who choose not to. Be inspired by what Fredrik learned by interviewing the CEO of SKF in a hotel in Beijing, the CMO of Jones Lang LaSalle in an office in London and a marketing executive of Google at the Googleplex in San Francisco, among many other things. For his research, Fredrik Härén traveled to more than 20 countries, conducting interviews with professionals working for successful organizations such as Mindshare, Volvo, IKEA, Rovio, Siemens, Jotun, Manpower, Ericsson, Maersk and many, many more. Prepare to be surprised, challenged and inspired and to look at the world of business in a brand new way.

作者介绍:

Fredrik Härén is a Swedish author and speaker on Business Creativity who is based in Singapore. He has delivered over 1,500 presentations, lectures and workshops in over 50 countries and has inspired hundreds of thousands of business people to become more creative and to look at the world in a new way. He is the author of nine books, including "The Idea Book" that was included in "The 100 Best Business Books of All Time". He also runs Ideas Islands, 3 private islands in Sweden and Palawan that are solely dedicated to creating a haven for creative people to come up with great ideas.

Fredrik has received several awards like Most Innovative Thinker of the Year, Speaker of the Year, Entrepreneur of the Year, and he just became a CSP (Certified Speaking Professional) The Global Speaking Organization has 6,000 speakers as members. Less than 700 are CSP's. In Asia there are only 10. One of them is Fredrik.

HIs clients include American Express, DHL, Nokia, HP, GE, Microsoft, UPS, IBM, Jones Lang La Salle, Volvo, Volkswagen, Danone, Jeppesen, Ministry of France Singapore and many more! Some of his clients were so impressed with Fredrik's speeches that they even booked him more than once!

To know more about Fredrik Härén or to book Fredrik Härén for a speech in your company / event, you may email us at admin@interesting.org.

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