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GREAT IKEA!

A BRAND FOR ALL THE PEOPLE

ELEN LEWIS



Great Ikea!: A Brand for All the People

Elen Lewis

IKEA has made hip and vintage domestic designs cheap and possible to the masses, and this ebook explains why. An enthralling examine the Great Ikea!: A Brand for All the People background of the corporate and the magic in the back of its success, this research examines numerous features of IKEA's sensational branding technique, from its humble Swedish roots and recognizable product names to its education academy, Almhult School, and visionary founder, Ingvar Kamprad. IKEA's foray into non-European markets, together with the USA and Asia, and what was once tailored for every is discussed, in addition to how and why this corporation has accomplished any such unswerving fan base. Necessary for marketers Great Ikea!: A Brand for All the People and interesting to somebody who has ever visited an IKEA, this can be an insightful examine this worldwide phenomenon.

This used to be the 1st e-book that I examine particular model like IKEA, so Great Ikea!: A Brand for All the People I did not be aware of what to anticipate from it. I used to be interesting to profit extra concerning the founding father of the company, approximately his philosophy and the way this model swap the best way humans take into consideration furnishings and never the opposite direction around, I admire the top of the book, simply because there has been analyzes of the threads the corporate should still conquer so one can be a sustainable brand. I imagine the writing form of the writer may be little bit extra "straight at the point", Great Ikea!: A Brand for All the People rather than repeating in numerous pages what Great Ikea!: A Brand for All the People was once written sooner than that. Hope to have probability to learn extra from this series.

Great Ikea A Brand For All The People

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