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THE TRUTH ABOUT IKEA: HOW IKEA BUILT ITS GLOBAL FURNITURE EMPIRE



Gibson Square Books Ltd. Paperback. Book Condition: new. BRAND NEW, The Truth About IKEA: How IKEA Built Its Global Furniture Empire, Johan Stenebo, KEA's products are a staple feature of households all over the globe, from China to Sweden. Surprisingly, the firm has escaped any sort of moral scrutiny or serious examination how it unpacked its global empire over 2 decades years. In The Truth about IKEA, insider Johan Stenebo reveals for the first time in close-up detail the brilliance

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