



# **The Viking Manifesto: The Scandinavian approach to business and blasphemy**

*Steve Strid, Cales Andr?asson, Andr*

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The Vikings went from making wine snifters from the skulls of their enemies to selling furniture in flat boxes. They took civilization based on pillaging and plundering and gave us The Nobel Prize and IKEA. The Vikings are back, and this time they mean business. The Viking Manifesto is a call to arms for a new way of doing business. It's about having an original idea and a different way of making it happen. The ancient Vikings got rich with swords and fast ships; the modern ones with safe cars (Volvo) and sippable vodka (Absolut). Both broke the rules. Both came from nowhere to take the world by storm. This book reveals how Scandinavian companies are making a huge impact on the business landscape, and what lessons other companies can learn from them. It is a book that will astonish, inspire and amuse.

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