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Stenebo reveals for  
the first time in  
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brilliance of the flatpack giant as well as where it cut corners: fell short of its green ideals, the nepotism and murky financial dealings behind Sweden's iconic flat-pack export.

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started selling  
things at age six.  
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an affluent start  
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and named it after  
himself. When he  
was 17, Kamprad's

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father rewarded  
him for doing a  
good... The item  
names are a  
product of ...

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fascinating insight



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into IKEA which seeks to explain the phenomenal successes of the company since its inception. Whilst there are numerous personalities involved in the decision-making processes, the results of which are seen by consumers

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passing of Mr  
Ingvar Kamprad,  
founder of Ikea and  
IKANO. According  
to the Ikea Group  
website, he passed  
away at the ripe  
old age of 91 years  
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While most of us are familiar with the retail shopfronts of Ikea with its characteristic flatpack and DIY style furniture, it is the extreme efficiency of its raw material sourcing, production, logistics, and purchasing

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machinery which helped the retail megastore to achieve success.

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But an explosive book, *The Truth About Ikea*, claims that far from offering British shoppers a bargain, at the height of its powers in the late 1990s Ikea betrayed its golden rule – that prices...

~~The Truth about~~

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company's ...~~

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options available to  
as many people as  
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Peter van der Poel,  
Managing Director  
for IKEA of Sweden  
and Manager IKEA

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Range &  
Supply  
IKEA has  
already made a  
meaningful start on  
this journey.

~~About IKEA~~

IKEA was born  
when Kamprad was  
just 17, with seed  
money his father  
gave him for doing  
well at school (via  
Sweden.se). By

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1947, he was  
selling furniture  
crafted by local  
manufacturers in  
Smaland, and by  
1951, Kamprad had  
made his first  
million. Ikea's  
founder has had  
his share of  
controversy

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warranty. Truth:

Did you know that almost everything in their cabinetry collection comes with a 25 year warranty? Twenty-five years.

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employees and  
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was for 20 years  
one of the leading  
directors of IKEA  
while it turned  
itself into the  
world's largest  
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Ikea products have  
been criticized for  
their poor quality  
and shoddy  
craftsmanship,  
which have  
resulted in allergic  
reactions,  
malfunctions, and  
in some cases,

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even tragic injuries.  
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to make even the  
most avid Ikea  
shopper think twice  
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customers, and  
questions why it is  
described in terms  
of a cultural  
package, as  
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