

LSE public lecture

The New Growth Strategy: how responsible companies are profitable companies

Anders Dahlvig

Former President and CEO, Ikea

Dr Daniel Beunza

Chair, LSE



LSE events

Suggested hashtag for Twitter users: #LSEIKEA



"EVERY CEO SHOULD SIT AND READ THIS BOOK."
—Gordon Roddick, cofounder of The Body Shop

THE IKEA EDGE

**Building Global Growth and
Social Good at the World's
Most Iconic Home Store**

ANDERS DAHLVIG
FORMER CEO OF IKEA

A vision with a social
ambition and a strong value
base

Differentiation through
control of the value chain

**The four
cornerstones of
a good business**

Market leadership and a
balanced market portfolio

A committed owner with a
long-term perspective

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