

HIGHLY RECOMMENDED

The Viking Manifesto by Steve Strid and Claes Andréasson

Modern Vikings have created some of the most famous marketing successes, including IKEA, Lego, SAAB, ABB, Hennes & Mauritz, Absolut, Volvo, Electrolux, Skanska and Ericsson. *The Viking Manifesto* explains what their secret is. It describes a way of doing business based on common sense, decency and Viking-style 'surprise attacks'. According to the authors, brand-consultant Steve Strid and company director Claes Andréasson, the Viking method is 'all about improving the quality of life, bringing a sense of adventure back to entrepreneurship and corporate culture, and making it all pay'. The book is divided in small sections, each exploring one aspect of the Viking approach. It urges you, for example, to do what you really want to do. Valhalla, the Viking idea of Heaven, was a reward for bravery on Earth, so the Viking approach to

business includes taking risks – it's a case of deciding what your dreams are, and being willing to embrace the risks that come with them. Like a good Viking, 'be humble and rude,' advise the authors, as creativity is dampened by arrogance, but also by a misplaced respect for social norms. Another tip is to exploit your weaknesses as well as your strengths, as the people of the Swedish village Jukkajarvi did, when they decided to build a hotel made of ice, since all they had to sell was snow, ice, cold and darkness – and the Ice Hotel turned into a big success, bringing in clients from all over the world. *The Viking Manifesto* makes for an interesting read and may prove a source of inspiration. Its advice is not so much practical and detailed – it is more about getting the spirit of entrepreneurship right and growing your brand in line with the Scandinavian way.

TO THE EDGE

MALCOM McCLEAN



Alderley Edge, a small village in Cheshire, is home to more millionaires per square mile than anywhere else in Britain. *To The Edge: Entrepreneurial Secrets from Britain's Richest Square Mile* gets inside the minds of the self-made millionaires who live in this extraordinary neighbourhood. We learn about a number of interesting

characters, including the man who turned business base metal into gold, the hippies who set up a childcare business which today has a £30m turnover, and the thinker who creates and sells insight. The stories collected in this book by international consultant and speaker Malcom McClean should provide inspiration to any aspiring entrepreneur.

WINNING NEW BUSINESS

RICHARD DENNY



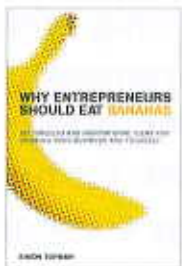
Richard Denny
"The master of professional responsibility" *Business*

Businessman and motivational speaker Richard Denny explains to non-sales people how to sell effectively. To sell you need to work on your emotional intelligence – on the intelligent management of your emotions – and become the sort of person that people like to do business with, i.e. someone who shows interest, treats others in a way that makes them feel important,

looks at people in the eyes, and comes across as honest and enthusiastic. Denny talks about how to handle a first meeting, and how to make a successful presentation. He also covers subjects such as body language, suggesting that to consciously copy the body language of others is more likely to make you look creepy than in tune. The book ends with a poem by Freddie Mitman, *Failure isn't fatal*, to remind us that fear of failure should not put us off – it's not trying that will prevent us from succeeding.

WHY ENTREPRENEURS SHOULD EAT BANANAS

SIMON TUPMAN



This book offers 101 suggestions to help you become an entrepreneur with a life. It explains how to work smarter, rather than harder, and how to keep happy and healthy while starting and growing your business. The message is that your business life should bring you happiness, not stress. It is important to find a balance in

your life, so that your business does not prevent you from perusing hobbies, having a social life or spending time with your family regularly. The author explains how to build connections – with your customers, new customers, your staff and even with your life. A midday massage, learning how to meditate, keeping a journal, and eating well (hence the recommendation to eat bananas) are all things you can do to relax, recharge and be in good shape, physically and mentally.