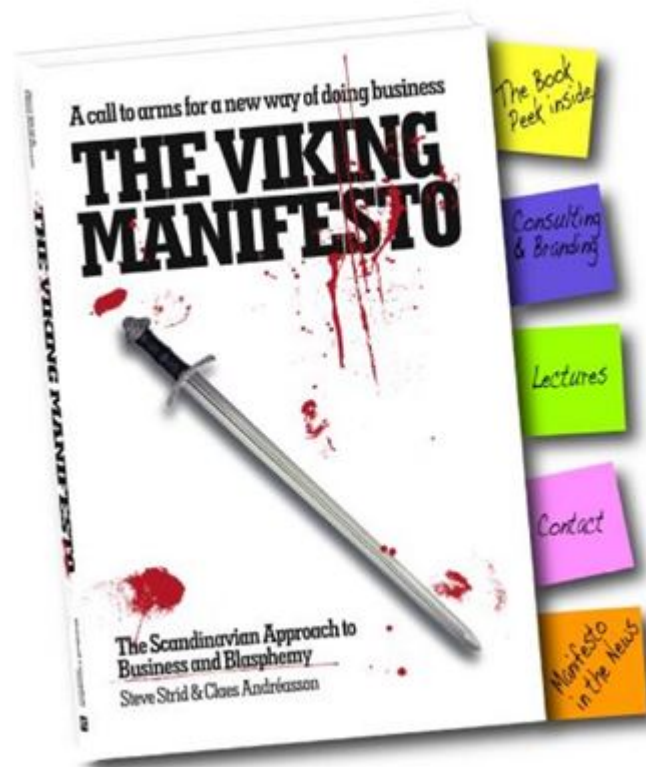


## The Viking Manifesto



The vikings used to drink from the skulls of their enemies. Now they sell furniture in flat boxes. They took a civilization based on pillaging, plundering and narcotic mushrooms and gave us The Nobel Prize, IKEA, Ericsson, Lego and Absolut. So what's in it for you? The answer is the Viking Manifesto, a call to arms for a new way of doing business and creating brands.