

**MAJOR STUDIES.**  
**WHO DO YOU**  
**BELIEVE?**



**tuotannon aika**



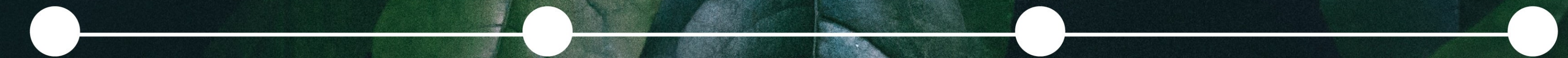
**teollisuuden aika**



**kaupan aika**



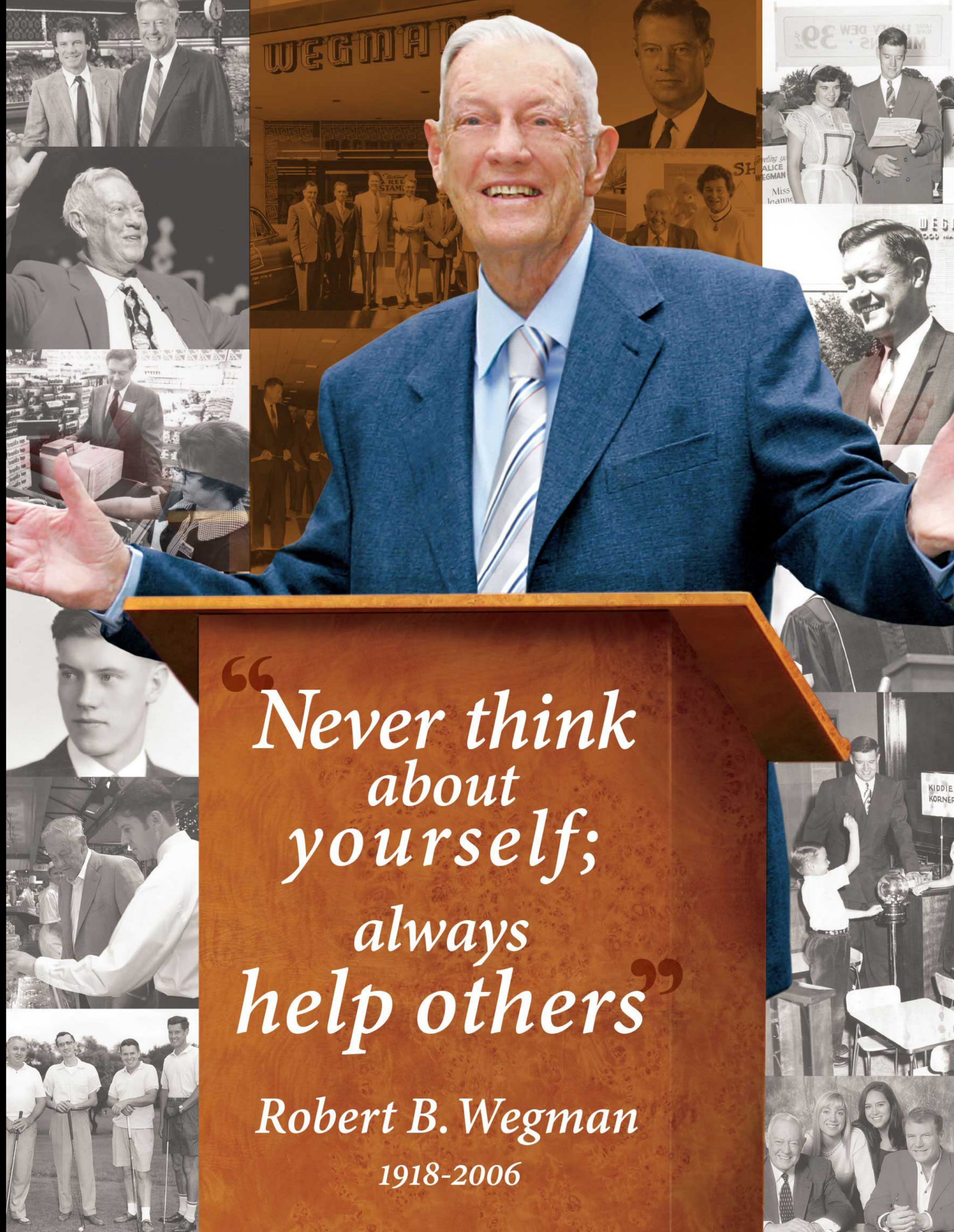
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*“Never think  
about  
yourself;  
always  
help others”*

*Robert B. Wegman*  
1918-2006

THE STORE EXISTS  
**FOR ITS CUSTOMERS**  
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# DIFFICULTY LEVEL





**COMPETE WITH CONCEPT**







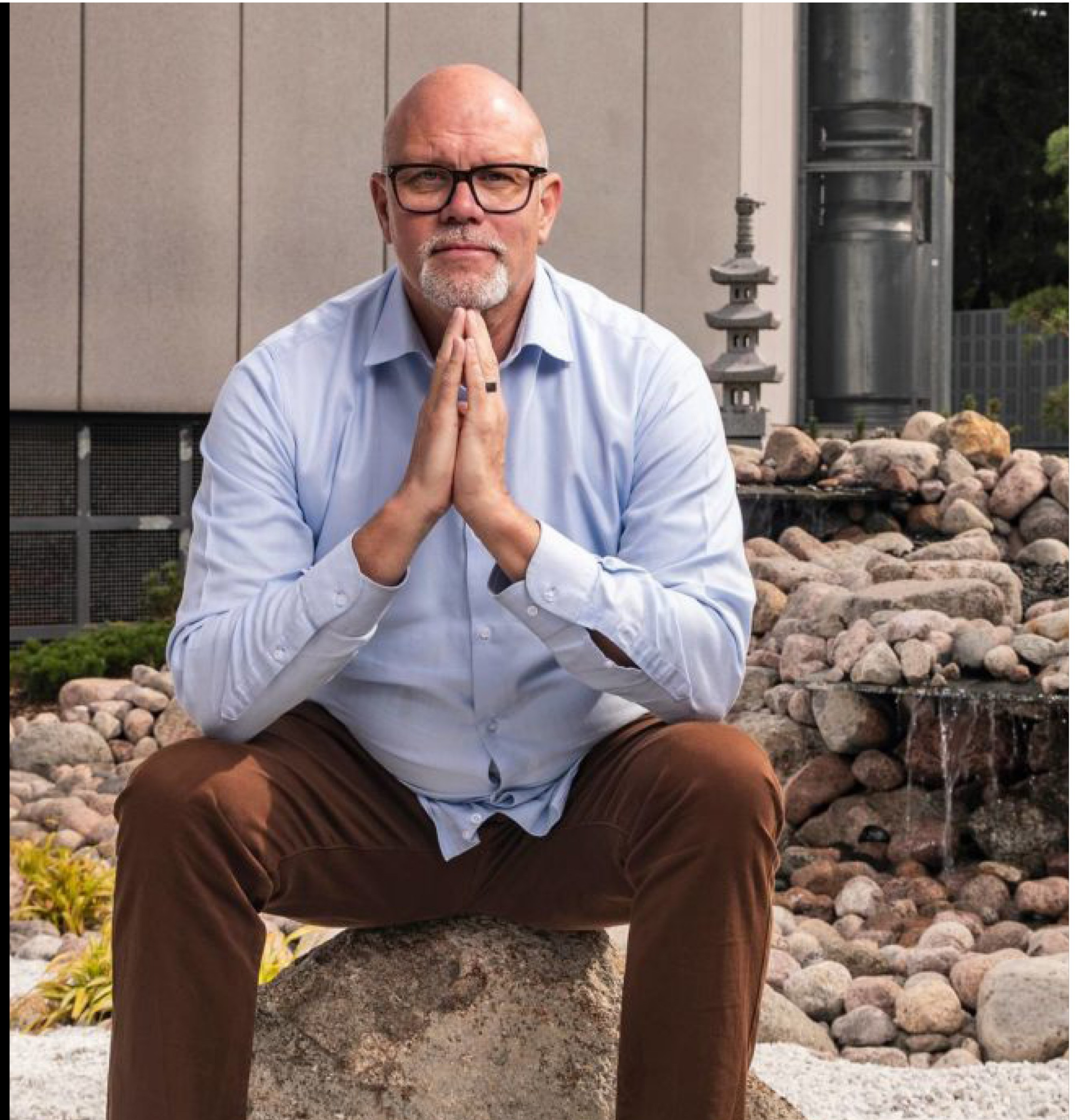
**WHAT IS YOUR  
SECRET WEAPON?**



**ARE WE BEING  
CONTROLLED  
BY FEAR OR  
DESIRE TO WIN?**



*If you want to achieve  
different results than others,*  
**YOU NEED TO BE WILLING  
TO DO THINGS THAT  
OTHERS DON'T**





# ADDICTIONS



ORANGE JUICE



PIZZA



SUSHI



GELATO



FRIED CHICKEN

Disruption



IKEA phenomenon





BETTER LIFE FOR  
**CUSTOMERS**  
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