
Dr. KJELL NORDSTROM



International Advisor for Strategic Management

Kjell Nordström is a renowned business author and management thinker. He talks to audiences all over the world and his performances are dynamic, interactive and thought provoking. The 2007 Thinkers 50, the world's first ranking of management thinkers, ranked Kjell and his partner Jonas Ridderstråle at number thirteen in the world.

Kjell has 20 years of experience of working with multinational companies and has served as an advisor to several large corporations. His research is in the areas of corporate strategy, multi-national corporations and globalisation. Kjell has published three books and numerous articles on the internationalisation process of firms.

His first book Funky Business - Talent Makes Capital Dance (co-authored with Jonas Ridderstråle) is a manifesto of what our time requires from corporations and their leaders. The book was featured on CNN and CNBC, and appeared in Fortune, Fast Company, Time Magazine, Financial Times, and Paris Match. It was an international best seller, and so far translated into 32 languages. Funky Business was rated one of the five best business books of the year, by Amazon, it was also ranked at number 16 in a survey of the best business book of all time.

Topics (Selection):

- Competitiveness
- Strategy
- Globalisation

Publications (Selection):

- Corona Express - An Essay on Time Travel, 2020
- Funky Business Forever, 2008
- Karaoke Capitalism, 2005
- Funky Business, 2000