

# The LEGO Miracle

## Miraklet i LEGO

by Niels Lunde



#### SPECIFICATIONS

Pages: 312

Publication Date: 18. september 2012

#### Rights sold to

POLAND / Agora publishing group

#### PLEASE CONTACT

Rudi Urban Rasmussen

Literary Agent

rudi.u.rasmussen@jppol.dk

Tel. +45 20 89 31 88

*The LEGO Miracle* tells the incredible story of a world-famous Danish company that managed to haul itself back from the brink of collapse and which is now even more successful than before.

It is the story of the owner's son Kjeld Kirk Kristiansen, who turned LEGO into a booming success while fighting his father for control of the company.

It is the story of his lifelong ambition to lift the business to serve a higher purpose. And about his painful defeat when LEGO was struck by a life-threatening crisis and he had to surrender the reins to the 35-year-old Jørgen Vig Knudstorp.

It is also the story about this young executive who understood, that the only way he could rescue LEGO was to dig deep into the soul of the business and find the answer to the crucial question: why does LEGO exist? He accomplished that feat and LEGO's so-called 'turn around' has attracted international attention.

The book also unveils some of LEGO's projects for the future, where the company wants to achieve what Apple achieved in the world of electronic devices: revolutionize how we look at children's play and learning.

The book is written by Niels Lunde, Editor-in-chief for the business newspaper *Børsen*, who has carried out over a hundred interviews with key figures in and outside of LEGO.

**Niels Lunde** (born 1962) has a Master's degree in Political Science (cand.scient.pol). For more than 20 years he has been a sharp observer of trades and industries as he worked for the Danish Employers' Association as Business Editor, Editor-in-Chief and Managing Director at *Berlingske Tidende* newspaper, and as a Business Commentator at *Politiken* newspaper. Niels Lunde has written a number of books on management and business – the latest two being the critically acclaimed biography *Mr Møller's New Man* about Maersk executive Nils Smedegaard Andersen, and *100 Top Executives – A Guide to the Danish Business Life*.

---

where did it go???

## Reviews

... a brilliant induction into the story. It is corporate history, but also corporate analysis at its best. Very well written, very vivid and competent analysis and description

**- Børsen**

Niels Lunde outdoes himself with "The Lego Miracle". It is one of the most exciting and insightful Danish business books written in a very long time. And "The Lego Miracle" is therefore a book that goes deeper than the ordinary biographies about top executives and corporations

**- Berlingske Business**

This book is a tour-de-force! Niels Lunde has done an enormous amount of research and has written a brilliant book

**- Folkebladet**

An exciting examination of the recent history of LEGO

**- Weekendavisen**