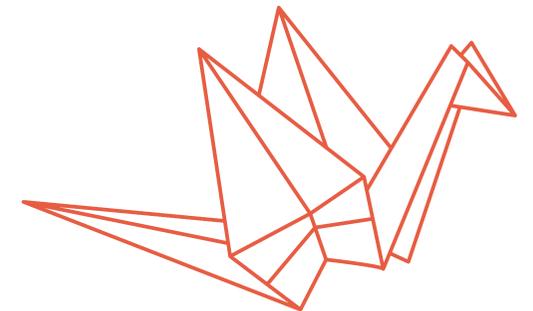
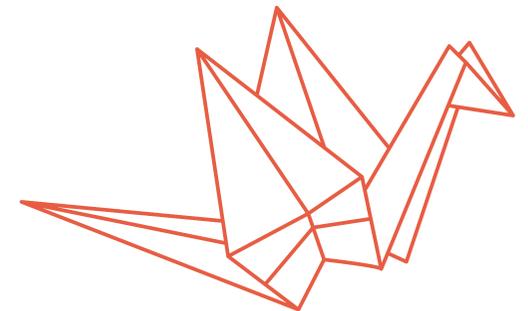


Morten Hesseldahl (CEO) Gyldendal



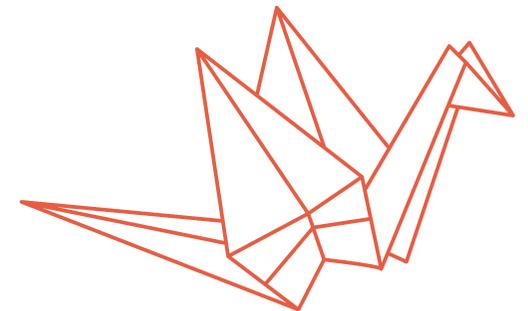
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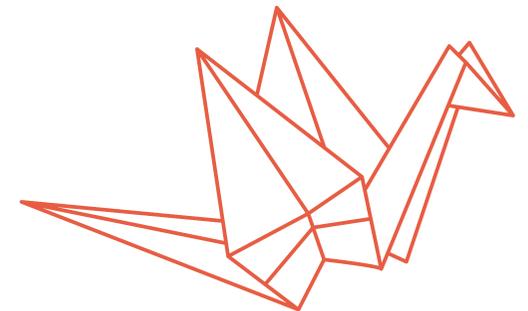
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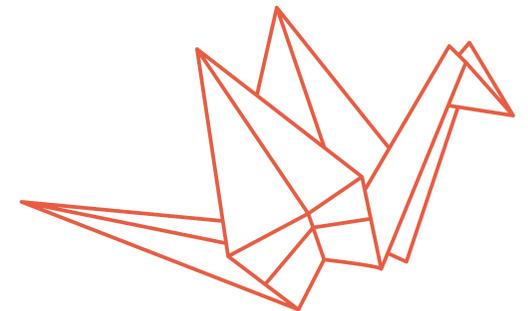
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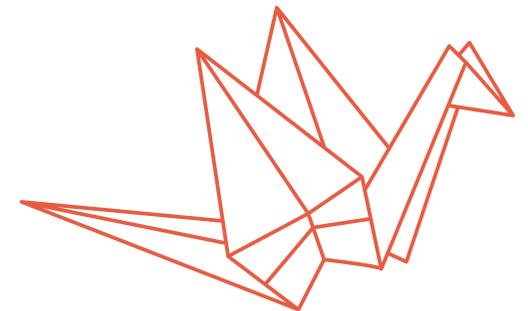
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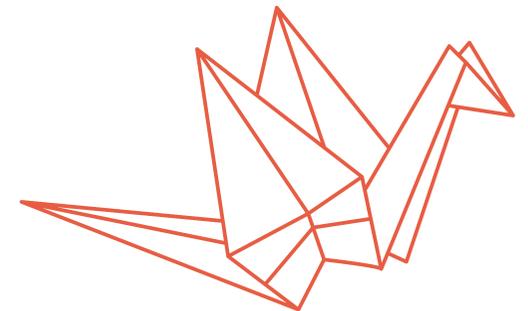
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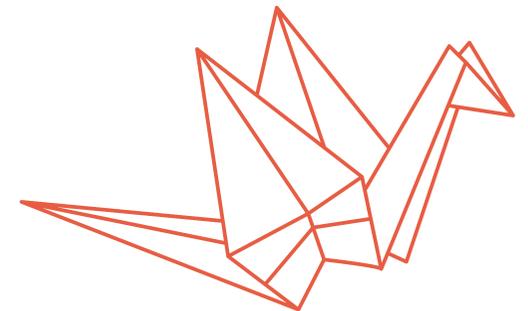
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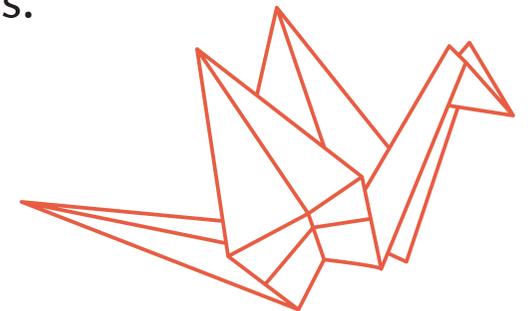
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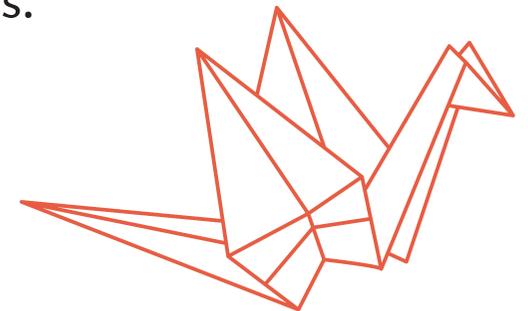
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- ▶ ... reading is fundamental!
- ▶ ... whether content is distributed in an analogue or digital form doesn't matter.
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- ▶ ... without growth, we die.
- ▶ ... form alliances across our own industry and others.
- ▶ ... work strategically and improve your management skills.



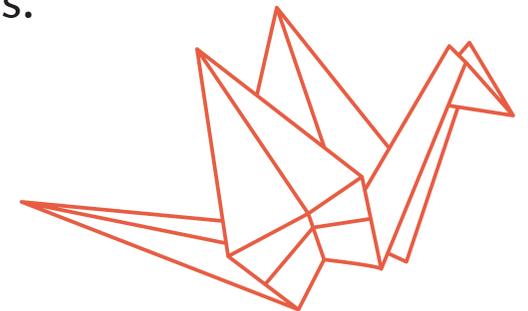
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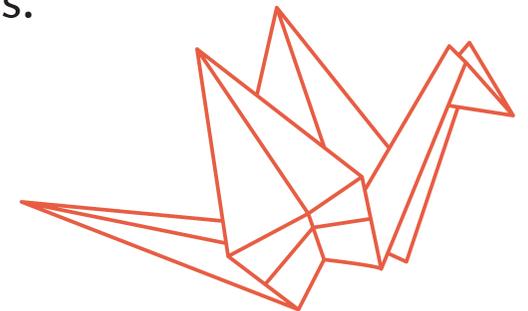
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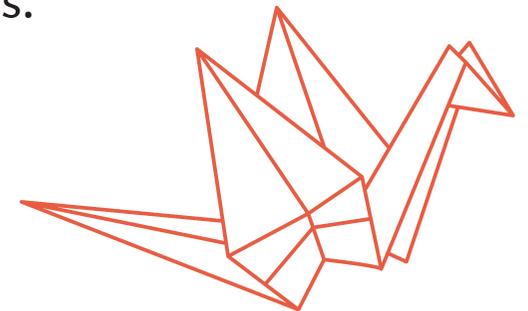
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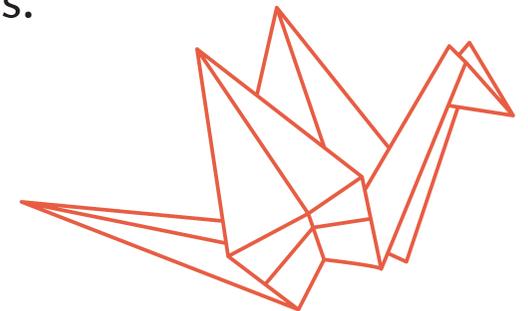
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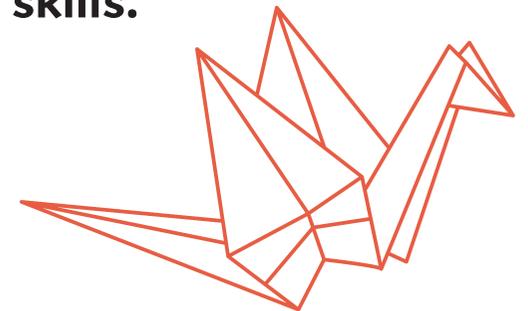
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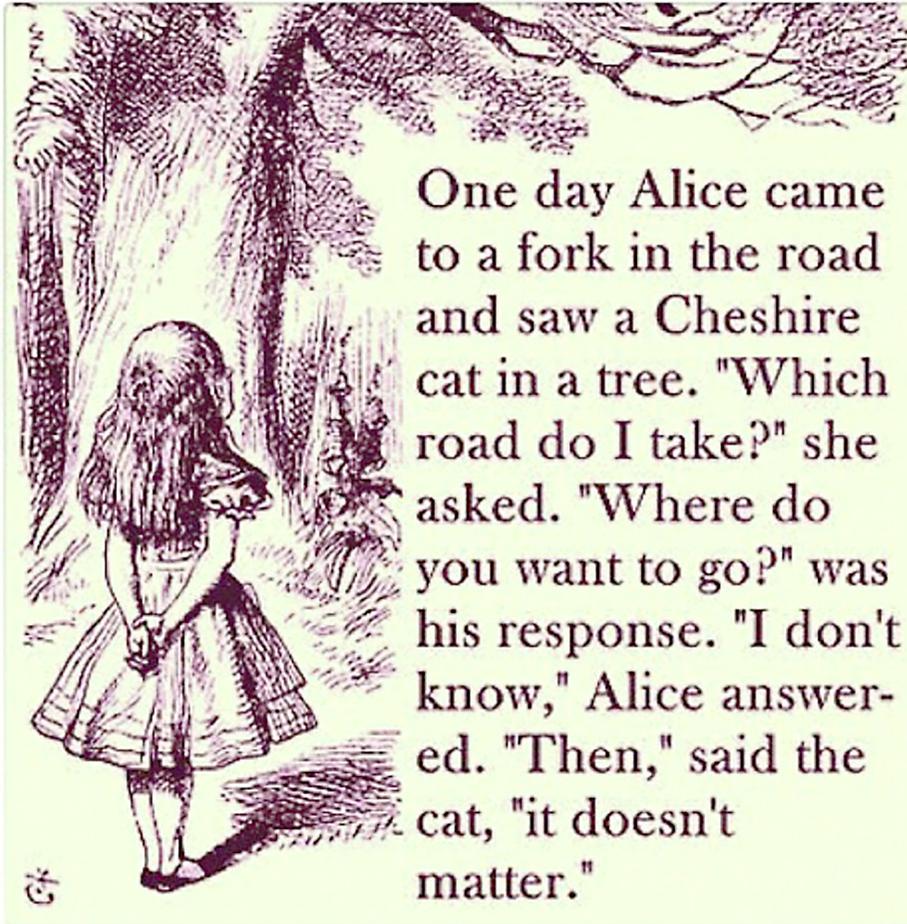
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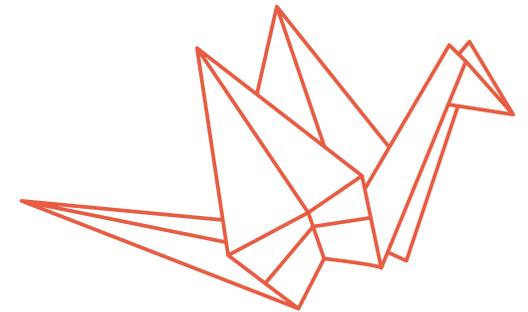
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One day Alice came to a fork in the road and saw a Cheshire cat in a tree. "Which road do I take?" she asked. "Where do you want to go?" was his response. "I don't know," Alice answered. "Then," said the cat, "it doesn't matter."



Thank you and good luck!

