

Press Release

New book:

Håkan Winberg

Approximately Right - aligning your numbers with your business

Tired of dull, black and white business books about team building and efficiency strategies? Nodding off over sterile Excel sheets and discounted cash flows which show no interest or passion for the business? Want a fresh approach, a new voice and an exciting format?

Then *Approximately Right* offers something to provoke and stimulate: it's not a conventional business book; it's not all about money and numbers, success and getting ahead; it's a book about building successful businesses through having and using a set of core values, through focusing on continuous improvement, through creating an empowered organization and through keeping the numbers simple enough for everyone to understand. It's a model that has served author Håkan Winberg well in his 30 years of management experience with major international service businesses. During his 23 years at Securitas (as CFO and later as Executive Vice President), the company went from being a local business to becoming one of the world's leading security companies.

The book is in English and includes four thoughts, three journeys, two start-ups and a toolbox. (And there are also 6 ½ accounting lessons and a free workshop!) It's innovative, interactive, interesting and fresh.

Approximately Right is published by Ekerlids Förlag. It is available on Adlibris.se and Amazon.co.uk. You can also visit the website www.approximatelyright.org
To order the book by pdf or paper copy, please email to: info@ekerlids.com
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“This book isn't *Approximately Right*. It is absolutely right.”

Carl Henric Svanberg, Chairman of BP and AB Volvo, former CEO at Ericsson and Assa Abloy

“*Approximately Right* clarifies what is required to create successful businesses. But its ideas are also applicable for society as a whole.”

R.K.Sinha, Member of Parliament in India, from Bihar in Rajya Sabha, Founder and Chairman of SIS, a leading security provider in India.