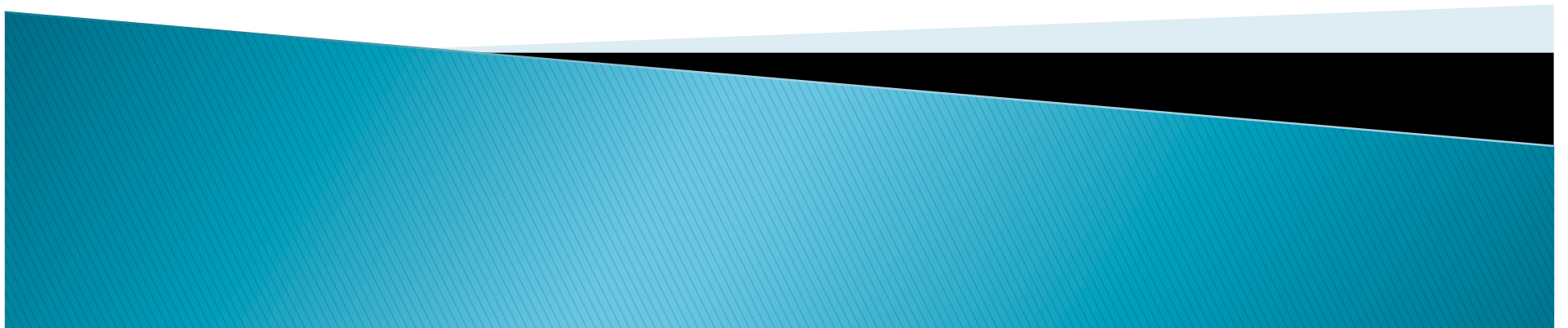


Ericsson

A Swedish Success Story



An Engineer and his Shop

- ▶ Lars Magnus Ericsson, 1846–
- ▶ L M Ericsson & Co, 1876
- ▶ Two-signal telegraph
- ▶ Production expansion
- ▶ LLC
- ▶ Investing abroad



The Course of History



- ▶ Expansion abroad
- ▶ WWI Slowdown
- ▶ Merger with SAT
- ▶ Name change & cautious investing
- ▶ Demand overtakes supply

The Information Age

- ▶ Automation & Computers
- ▶ Trouble in the 70s and 80s
- ▶ Mobile technology
 - 45% Market Share
- ▶ International success
- ▶ Mobile Explosion



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