

### → Staffan Lindberg

Taking carbon dioxide emissions personally, Staffan Lindberg in Uppsala, Sweden, has taken it upon himself to release only 2.5 tons



Staffan Lindberg

during an entire year. That's what he reckons is a sustainable level. Check out his progress (all in Swedish) on [www.staffanlindberg.com](http://www.staffanlindberg.com).

### → Anders Moberg

Fearless Swedish CEO Anders Moberg of Ahold fame has quit his job with the Dutch food maker. The former IKEA boss will instead become CEO of Majid Al Futtaim Group, a Dubai-based developer of supermarkets. Already heading the board there is Pehr G. Gyllenhammar,

once head of Volvo and one of the Grand Old Men of Swedish corporate life.

### → Jørgen Vig Knudstorp and Ingvar Kamprad

New York-based Reputation Institute has



Anders Moberg

named LEGO and IKEA as the world's most-respected companies in 2007. The two companies held these same positions last year as well. LEGO CEO Jørgen Vig Knudstorp works to carry on the tradition of the Danish company to play well. And perhaps not coincidentally given this ranking, Swedish IKEA founder Ingvar Kamprad is also the fourth richest person in the world, according to *Forbes* magazine.

The Reputation Institute's study focused

Jørgen Vig Knudstorp



on 29 countries around the world and measured the reputations of 600 of the world's largest companies.

Since both companies are national icons in their homelands, it's good to see this translates abroad, as well.