

JORMA OLLILA

Jorma Ollila became the pre-eminent European businessman of his generation during his time as CEO of Nokia Corporation from 1992 to 2006. Ollila currently works as Chairman of the Board of Directors at Royal Dutch Shell and at Outokumpu. He has master's degrees in economics from the London School of Economics, in engineering from the Helsinki University of Technology and in political science from the University of Helsinki. Co-author **Harri Saukkomaa** is a well-known media expert, entrepreneur and author of several nonfiction books.



FINLAND'S BESTSELLING NARRATIVE NONFICTION BOOK IN 2013!



AGAINST ALL ODDS: MY EMOTIONAL JOURNEY WITH NOKIA

(*Mahdoton menestys*, Otava 2013, 480 pp.)

JORMA OLLILA WAS PLANNING on becoming a physicist or economist, but instead joined a troubled technology company, Nokia, and turned it into the world's leading mobile phone manufacturer. The book narrates Ollila's personal journey starting from his childhood and through his years of leading Nokia. He also offers an insider's look into the company's recent difficulties.

OLLILA'S BOOK EXPLORES the political and economic background of the rise of Nokia; the nature of leadership; the importance of effective communication and the role of the media; the fine line between stratospheric success and catastrophic failure; the connections between business and society at large; the rise of China; and the human element of business, including encounters with figures such as Bill Gates and Steve Jobs.

A FIRST-PERSON ACCOUNT OF THE RISE AND FALL OF NOKIA

“Ollila prepared his autobiography for ten years. Journalist Harri Saukkomaa has turned it into an entertaining story in the strongest possible bestseller style. This biography is a meticulously polished diamond.

– COLUMNIST UNTO HÄMÄLÄINEN, HELSINGIN SANOMAT NEWSPAPER, FINLAND

“Clearly and flowingly written, [Against All Odds] is a story of how Jorma Ollila views Nokia....An overarching theme is his appreciation for hard work and learning, which he learned from home. He approaches knowledge and science with great humility.

– HELSINGIN SANOMAT NEWSPAPER, FINLAND

THE COMPANY THAT CREATED A GLOBAL MOBILE REVOLUTION

“Ollila has a lot to say about leadership theories, personnel management, organizational structures and other things that had to do with developing Nokia into the kind of company it was in its heyday – known for its devoted employees and innovative products. This eloquent and concise book can be recommended for anyone interested in business leaders and biographies in general – but also for those interested in these topics on a theoretical level.

– KIRJAMIELI LITERATURE BLOG, FINLAND

RIGHTS SOLD

Original publisher:
FINLAND, Otava

READING MATERIAL

FULL ENGLISH TEXT
FINNISH EDITION
ENGLISH SYNOPSIS

**SELECTED AS
ONE OF 2013'S
MOST FASCINATING
BOOKS BY
SUOMEN KUVALEHTI
MAGAZINE!**

“Ollila's biography paints a portrait of a hardworking and forward-looking man.

– SUOMEN KUVALEHTI,
FINLAND (“BOOKS OF THE
YEAR 2013”)

**FINLAND. COOL.
FRANKFURT BOOK FAIR.
GUEST OF HONOUR 2014.**