

JOHAN ERIKSSON

OPPORTUNITIES

STAY TRUE TO WHO YOU ARE AND THINK BIG

Personal leadership in
a couple of pages

OPPORTUNITIES

STAY TRUE TO WHO YOU ARE AND THINK BIG

Opportunities are like time, they
flow continuously to everyone. The opportunity
to do good. The opportunity to think different.
The opportunity to start over. I believe we were created
for something much more than what we make of this world.
I believe it would be more evident if we pursued more of the
opportunities around us. A person's self-awareness of endless
opportunities is like a child playing in the mud in the street
discovering the golden sunny beach... there is no turning back.
Then you start to see the unconditional love behind it all, as the
only fuel that will take you all the way. All the way to whom
you could be. To you. And you have the opportunity to
become great. If you were only to allow yourself the
freedom of thought unlocking your chains...
There it is. Greatness. There it is. Love.



TO MY FAMILY. I LOVE YOU.

INTRODUCTION

I wrote this book because I want to inspire people to be great. That's it. I have a fundamental belief that everyone underestimates themselves, and that our society could be so much better if we don't. Because of this belief, I see it as my mission in life to inspire people to think big, i.e. to think highly of themselves and their potential, and then become what they were created to become. Please observe that this book is not addressing the topic of human value, since I deeply believe that every person is of immense value independent of his or her actions, just by being who they are. This book is about how to make the most out of life.

In return for this book I only ask this of you: That you chose to chose, i.e. that you don't let context decide who you turn out to be. You should be able to every morning look yourself in the mirror and say "At least I try as much as I can to do what I believe in and to be who I am", which is for me the definition of personal leadership. There are tons of management literature written about personal leadership. This book intends to make the essence of that available for the general public. I believe that simple is smart, so I've tried to make this book as simple and short as possible.

After reading this book you will have a first concrete plan for your life in your hand. A plan is important since it makes it easier to focus. That said, it's very important to acknowledge that a "plan" doesn't need to be something complex, it can be something as short as a sentence stating your intent. So remember that the level of detail you put into planning your life is not the important piece, but that you think it through properly and more importantly that you're always honest with yourself.

Finally, the intent of this book is not that you read it and that you're then done and go back to whatever you did before. The intent of this book is to be a compass you can use at the start of and throughout a very long journey. A journey that will last for as long as you live. So hopefully, in 20 years time you still come back to this book regularly to remind yourself of what is truly important. Since what is truly important in your life... is you. And that doesn't change. Therefore it's very important that you're clear about who you really are and that you don't lose track of yourself along the way...

Have fun, keep it simple and think big.

Johan

Note, the opinions expressed here are my own, and not necessarily those of my company.



RESPECTED

Who you admire and why you admire them is a great place to start looking for yourself. If you for example admire someone because they always stand up for what they believe is right despite personal risk, that might be an important part of yourself that you should explore. This chapter is not about saying “He is a soccer player and I admire him, therefore I should be a soccer player”. This is more looking at the personal characteristics of the people you admire.

The most important thing is that you focus on the people that you truly admire, i.e. not the people that society or someone else expects you to admire.

As a starting point, without spending too much time on it, list 10 people you admire and why you admire them. Use your gut feeling. After you’ve listed them, go through “why” you admire them and ask yourself if you have really nailed that part for every person or if you need to dig a bit deeper into some of them. Once you have a list you stand behind, cover the names of the people and read only why you admire them and ask yourself if this list is a reflection of who you want to be and who you are deep inside. If not, continue working on it. If yes, use it as a starting point. If maybe, continue and come back to the list at a later point.

Take the list and stick it to the inside of your wardrobe or a similar place where you are exposed to it frequently.

One example of what I have on my personal list:

Innovators like Thomas Edison – Why: They think big and different. The ability to think different is probably one of the most important things in life, because without it there would be no development at all. I can really relate to that and I am making it part of my life and who I am.

THINK BIG AND DIFFERENT

The most important thing if you want to be able to think big and different is to be able to imagine an alternative to status quo. This is much harder than it sounds, and I'll be honest and say that most people don't make it. Thinking different/big/creative and acting on it is extremely difficult since most people are locked in a mental prison called "status quo" where they sit like naïve insects. If someone comes up with a different idea, most of them would react with things such as "Can you do that?" or "That won't work" or "That's an interesting thought, but...".

This is no joke, it's very serious. This is in my view mankind's biggest disease, the inability to think different/innovate. The reason why I believe this is a contradiction in our nature is that everyone agrees that the only thing you can count on in life is continuous change, and still so many fights it when they face it in their daily lives. Looking back at different ideas, it's easy to say which ones were good and which ones were bad, that's the reason why we need to be much more open when faced with ideas until we know for sure in which direction they're heading. For example, it's easy now to say that airplanes wasn't just a crazy thought, or non-violence, or race/gender equality, or the Internet... When these ideas were first introduced they were looked at by most people as naïve and unrealistic. So the question is, what are we turning down today as naïve and unrealistic that future generations will take for granted?

This is why I get so frustrated when people laugh at someone setting high goals, or when people ask for too little. They owe themselves to think bigger, to ask for more, to realize their true potential instead of walking through life doing exactly what is expected from them and perhaps only a fraction more.

Since change is a fact, the only question is who will lead the change, and I hope the answer is that you will do it. So how do you go about identifying transformational change? Part of the answer is really easy: Quantity ahead of quality, i.e. have many ideas. Most people don't set aside time to have many ideas before they chose one. That's why most people at work do what you expect them to do, why most birthday parties and dates looks the same, why most people make the same type of food etc. If you only come up with three ideas for how to do something, you most likely divert to what you already know works. If you were to come up with 500 ideas instead, it could get really interesting.

So start writing down lots and lots of ideas about things that you want to do during your life (target minimum 500), perhaps on a big paper on the inside of your wardrobe next to the list of the people you admire. Also, the next time your best friend has his/her birthday, think about 100 things you can give them and pick the best one, he/she deserves it. You can use the ability to think different on anything in life. Anything.

So think BIG and different about what you want to do with your life, and start practicing it on everything...

The moment when I first realized that anything is possible was during senior High School when we were going to make the annual trip to the capital of Sweden, Stockholm. That year it was going to be on the Nobel prize day, so I asked my teacher if we could all go to the Nobel prize ceremony. She said no and dismissed the idea as impossible. I called the Nobel foundation and asked them what it would take to go to the prize ceremony. They said I needed to submit a written application, be related to the King (well, no), be related to any of the prize laureates (not likely) or do research in a related area (that's interesting). Said and done a friend and me went downtown to the tax authorities and registered an organization called "Future Research" (at the time we thought it sounded cool, looking back I can question my judgment). We read in on the topic of environment since that was related to everything at the time. We wrote 1 page worth of research and submitted a written application for tickets to the Nobel prize ceremony for "only" the chairman and secretary of the organization (i.e. me and my friend as the only members). Two weeks later a gold sealed envelope with free tickets arrived. Miracle one. After the ceremony we were supposed to join our classmates for a show in the biggest theater in Stockholm. We realized we were going to be about 15 minutes late for the show. Most normal people would accept that fact, but we really wanted to see the whole show so we called the theater saying that we were running 15 minutes late from the Nobel prize ceremony, asking them if they could "hold the show". For some reason they said yes, and 15 minutes late two 17 year old boys in too big tuxedos borrowed from a friend's big brother comes jogging in at the voice announcing "let the show start". When I sat at the theater I didn't pay much attention to the show, I mostly thought about that I will never ever in life believe that anything is impossible... because it isn't.

YOU ARE YOU AND NO ONE ELSE

Your gifts and passions are also a good area to start with when you try to discover who you really are. Sure you can learn pretty much anything, and yes you can also learn to love most things. That said, I believe you are born with some gifts and passions that probably comes a bit easier to you and are more linked to who you are. The things where you go “Wow! This is what I’m talking about!”, like it’s your zone to own.

You can see examples in society when people have pursued things that are not their gifts nor their passions. Tired people with jobs they don’t like, trying to make a living, and you can feel very clearly that this person is in the wrong place in life. We need to set up society in a way so that people can easier find where their gifts and passions are best brought to life.

To find your gifts and passions you need to start with setting aside sufficient time, try an hour as a start. For your gifts, list things where you performed above average and pinpoint what made you successful in these situations. For your passions, list things you felt passion for and what you truly loved about them. For both of these, see if you find any trends, since then you might be onto something.

If you get stuck trying to identify your gifts or passions there are a couple of things I find useful. You can ask your closest friends/family what you’re really good at/love, and they will mention things that are often quite spot-on. You can also give it some more time and keep diary of whenever you come across things you’re really good at/love.

Together with your role-models, these lists of gifts and passions are good starting points in the journey to find out more about who you really are, so put them on the inside of your wardrobe as well.

As a final piece, I would encourage you to try to identify at least one gift/passion that clearly links to helping people that are less fortunate than you. I believe that in order to become truly great, you need to in some way care for less fortunate people. Up to you, but that’s what I believe.

First, chose to chose instead of being a victim of circumstances. You always have a choice. For example, if you call home saying “Honey, unfortunately I won’t make it for dinner because my boss came by with a thing I have to finalize by tomorrow morning” you’re lying. Lying. Nothing else. The truth would probably be closer to “Honey, unfortunately I won’t be home for dinner since I prioritize finalizing a thing my boss gave me that he needs by tomorrow morning, since right now it’s more important to deliver that to my boss than to have dinner with you”. Of course it sounds harsh, but it’s true. The more you tell the truth, the more you will realize you have a choice.

If you are ready to make choices you can start drafting a life plan that tries to summarize **WHO** you want to be and **WHAT** you want to do. There is no right or wrong way of creating the life plan, and it can be very short or very detailed, up to you. A person I know have a life plan that only states one sentence: “Help orphans”. That is not a bad life plan, it’s in fact very focused. It could probably be enriched with breaking it down into tangible activities, but it’s a great start. I have another friend whose life plan is a very detailed spreadsheet with goals, deadlines etc, something that works for him. The point is that the format is not important, only the thinking that went into it. A life plan is not so much creating a plan as it is discovering and expressing who you are.

A great starting point for writing down **WHO** you want to be and **WHAT** you want to do is to imagine your own funeral. Might sound a bit strange, but try. Think about what you want people to say about **WHO** you were and **WHAT** you accomplished. If you’re honest with yourself you’ll probably get a good starting point from that thought exercise.

Starting with **WHO** you want to be, you can start thinking about what characteristics you want to represent. It’s very important to not just take a long list of generic “good” characteristics such as honest, hard-working, caring, brave etc, but that you list characteristics that are truly you. Things that you can stand behind in any situation. One of many benefits of being clear about your values and live them consistently over time is that consistency in character builds trust with other people. And having people trust you have many benefits.

List the values you want to stand for, then ask a close friend/family to list what they believe you stand for. Compare the lists and discuss.

Regarding **WHAT** you want to do it's important to set goals for this. The risk of not deciding what you want to do with your life is that you either end up doing nothing, or end up doing many things that in the end don't mean that much to you. When setting goals, ensure that they are specific, measurable, achievable and compatible. List what you want to achieve and how you know if you've achieved it or not. Remember that you can set a goal for anything. Anything. Even things such as friendship. You can have a goal that says "call a friend every day". The risk of not setting a goal for things such as friendship is that things that are very concrete, for example tasks at work, can easily squeeze out things that are less concrete, for example hanging out with your husband or wife.

After you have specified **WHO** you want to be and **WHAT** you want to do, continue working with and refining your life plan. It will never be done until you die. If you have many things in your life plan remember to be clear about the priorities between them. Try to glance at your life plan minimum once per week to remind yourself of the direction, and dive deeper into it a couple of times every year. One thing that might grow over time is some sort of overarching summary of your life plan. Mine is for example "Inspire greatness in people and organizations with whom I interact".

As a final note, just because you have a life plan it doesn't mean that you cannot be spontaneous. On the contrary. When you created your life plan you thought through the deep principles of who you are and what you want to achieve, so any spontaneous opportunity that fits with this that you didn't plan ahead can of course be captured. The big benefit of a life plan is that you know which opportunities to go for and which ones to politely turn down.

Now you hopefully have a very rough first draft of a life plan in your hand... It goes on the inside of your wardrobe for continuous revision.

GAME PLAN

To make WHAT you want to achieve more actionable you need to break it down into smaller pieces (goals). Start with each overarching goal and set a more concrete goal for what you should accomplish this year. Then break it down into goals for this month, week and day. The process of doing this will help you think through how to get started and make your aspirational goals actionable. For example, if one of your goals is to write a book on a certain topic, then a suitable goal for the year might be to have written three articles on that topic to get you started. Or if one of your goals is to establish a non-profit organization that supports orphans, then a goal for the year could be to have completed an analysis of all major organizations that works with that around the world today and what works for them.

The second thing you should do to make your game plan even stronger is to ensure that you have mentors covering all your different needs. Mentors are very under-used in society at large, so the door is wide open. Think about who you admire and for what, then ask them if they want to be your mentor. Just remember to think big and shoot high for the mentor you truly would want. A good idea could be to look at people who have accomplished something similar to what you want to accomplish since they will probably have a lot of value to add. For example, if you want to be a professional soccer player, ask a player in your national team. How many mentor requests do you think they get every year? I think it's much fewer than you think since people in general think "that's unrealistic, she/he would never say yes to that". How do you know if you don't ask?

An advice of how to start getting structured about your actions is to every Sunday evening set aside time to review what is coming in the following week, and review what you accomplished last week and why that was the case.

Another advice of where to start if to keep it simple is to write down three things every morning that by the end of the day you need to have done. Three things that links to WHAT you want to achieve in life.

For some it might sound too structured to break down all that you want to do in life into weekly goals. The risk if you don't do it is that you will waste your time and energy on things that at the end of the day you don't appreciate, and at some point you will look back and wonder where all your time went. I'm being brutally honest since I don't want you to end up in that situation.

Break down your goals and get mentors to help you achieve them.

*TRY GOOSE-BUMPS ENDURANCE A
CHARACTER FAITH CERTAINTY CO
CONVERSATION CREATIVITY INTEGR*

OPPORT

*HEAT STEADY GROUND CONFIDENC
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AGAIN RESPECTED SUCCESS PAIN
CONTEMPLATE MISSION LOVE YOU
COURAGE EXCITED LIGHT PLAN ACT

UNITIES

PERSEVERANCE ITERATION WAITING FAILURE
UNCERTAINTY FREE FALL THINK JUMP
PRACTICE PURPOSE CHOICE HOPE

THINK DIFFERENT AND BIG

Wait a minute? Haven't we already had a chapter on this topic? Well... so what? Who says you cannot have two chapters on the same topic if it's really important?

I wanted to share two additional things on the topic of thinking different and BIG: a framework for practicing being creative, and a way to get bigger and better ideas.

First, a framework for exercising creativity I call "Situation/Norm/Alternative" where you plug in any Situation e.g. "Going on a date". You then plug in the Norm, e.g. "Dinner/cinema". You then use "quantity ahead of quality" from the previous chapter on thinking BIG to come up with tons of Alternatives and pick the best one, e.g. "Your hobby". The benefits of taking a date to do your hobby, independent of if it's running, cooking or giving food to homeless people are 1) that you immediately are very honest about who you truly are, and 2) if your dating doesn't lead to anything permanent you at least didn't waste your time since you got to spend time doing your hobby. I strongly encourage you to for all recurrent situations in your life make the effort to do this exercise to get alternative ways of doing things. Also do this for the goals you've set for yourself this week.

Secondly, a way to get bigger and better ideas: Stimulus. What information you consume will help you be stimulated to think different and BIG about things. I encourage you to put a base structure in place for this. For example: Make a "Favorites reading list" of your favorite Internet resources and ensure you skim through them every week. Another example: Have a lunch with someone you don't know from a field that interests you once/month. The point is to get diverse and relevant stimulus that will help you to get bigger, better and new ideas...



When you start working with the things you have on your life plan there will always be lots of great new opportunities that comes up. For example a new education, a trip with friends, a new job, an event etc. Therefore it's important to know how to deal with these opportunities.

First, you can use an “urgent/important” matrix (see below) where you can plug in everything you can spend your time on in for example the coming month pending if it's important (i.e. linking to your goals in your life plan)/not important and urgent (e.g. needs to happen within a week)/not urgent. When you've done that, there are two things you should do:

- 1) Don't do the things that are not important since they don't link to your life plan and who you are, just delete them
- 2) Focus as much energy as possible on what is “important/not urgent”, since if you do that fewer and fewer important things will become urgent

	<i>URGENT</i>	<i>NOT URGENT</i>
<i>IMPORTANT</i>		
<i>NOT IMPORTANT</i>		

Another thing you can use to focus more/be more productive is to identify the situations when you're at your best in prioritizing/getting stuff done, then figure out how you can put yourself in these situations more often. There is no rule that great work is only done 8-5pm in the office. To think that would be insane. Still so many people tend to cling on to this old way of doing things. Instead you should try to find a way of working that enables you to focus. Whether it's working from a forest one day per week, working between midnight and 2am every day or spending the mornings at a café reading doesn't matter. The point is that you know better than anyone in which situations you become great at prioritizing and consequently become very efficient. Put yourself in these situations. More. For example, I tend to be best at prioritizing things the week before I'm going on vacation. Therefore I pretend that every week is the week before vacation, I even sometimes put a train ticket on my desk to make it feel like it. Suddenly I see things clearer, I know what to prioritize, I become a master at delegating and things just move forward more rapidly and with higher quality vs. when I feel that I have all the time in the world.

Another thing you can use to focus more/be more productive is an "Accountability Partner". This is a person that holds you accountable towards what you have set out to accomplish. Suggest you pick someone fairly close to you and agree on format and frequency. To have someone as a sparring partner helps for when you're too tired to be tough enough on yourself...

NO EXCUSES

Once you know WHO you want to be and WHAT you want to do, and once you know what you need to do right now to get closer to your goals, just do it. Anything else is so called “procrastination”, i.e. pushing things into the future for no good reason. You can deal with procrastination in two steps, firstly learn to recognize the feeling, and secondly form a habit of how you react to that feeling.

First, the reason you procrastinate is often because a task is so difficult so you don't really know where to start, or it's uncomfortable, or you're simply having a lazy moment. Whatever the reason is that you push something into the future that you know is good for you, you need to learn to recognize that feeling of procrastination. This is normally the easy part because most people if they are honest with themselves know when they procrastinate.

Second, creating a habit of how you react to and break with procrastination. What you can do is to make up your mind to whenever you recognize that you procrastinate, just do the opposite, i.e. ignore the feeling and dive straight into the work you're procrastinating. Decide for yourself to do this for 30 days, because in these 30 days you will form a positive habit, and you will benefit from all the great things that comes with avoiding procrastination and getting things done.

To start immediately with practicing to get things done, write down three things that you know you have procrastinated and just do them.

At the end of the day, if the things you procrastinate are truly important for you, you will find energy and determination to do them if you make up your mind. Otherwise it's probably worth taking a second look at if you made the right choices to start with.

OWN EVERY DAY

This is all about ensuring that you spend your time and energy as you really want to spend it. Most people if not all do too much of certain things, e.g. watch TV, sleep, play video games, eat unhealthy etc. They also do too little of certain things, e.g. work on life plan goals, exercise, sleep, read, playing with their children etc. Consequently there is a change that can be made where you move time and energy from things where you spend too much to things where you spend too little. Please note that I'm not trying to be an elitist, saying that you should only do noble things if you don't want to be a failure. All I'm saying is that you should be true to yourself and what you really want to spend your energy on. This since from my own experience and people I've talked to, it's often the case that we all have our battles to fight in spending more energy on some things and less on other things. No battle looks exactly like the other, so you need to identify your own battle of where you truly want to spend more and less energy vs what you do today. Just actively thinking about what these things are will already have a positive impact on your life. I had a period in my life where I really needed to spend more time on sleep and less time on watching movies. Being honest with myself about this and making a change had a great impact on my wellbeing and I'm happy I picked that fight.

Often, the things you spend too much time on give immediate satisfaction, while the things you spend too little time on mainly give long-term satisfaction. To move time and energy from the first to the second is not easy, it's actually really hard. It requires lots of discipline. The big benefit is that if you practice doing this, you will over time build your character to better reflect what you truly want to spend time and energy on, not what is easiest to spend time and energy on.

What if you for example during a month would stop watching TV, or whatever you spend too much time and energy on, and instead used that time and energy to only exercise and read. How would you feel after that month? Good? Bad? The point is that we all know the answer deep inside us, but we still struggle to make the change. At the end of the day I believe there are things universally better (and worse) for people. I believe it's better to eat healthy than unhealthy. I believe it's better to have a dinner with a good friend than to get drunk with a bunch of acquaintances. I believe it's better to read in-depth articles than gossip magazines. I really do. For everyone.

List the things you want to do more of, and then list the things you want to do less of to free up time and energy. Then do it for 30 days and see where it takes you.

I'm not saying that you shouldn't watch any TV, or never eat anything unhealthy. All I'm saying is that you should spend your time and energy as you truly and honestly want to spend it, even if it's not always easy...

WHEN YOU FAIL YOU SUCCEED

The word “fail” is really interesting since it’s something you can question if it really exists or not. What does it mean to “fail”? My point-of-view is that the only time you truly fail, as in the negative aspect of it, is if you don’t try hard enough to be who you want to be, i.e. laziness.

Failing is a good thing, and you should be very happy if you get to experience it a lot. The reason for that is that it means that you’re probably doing uncomfortable things. It means that you learn something. That you develop. People who seldom fail goes in the opposite direction since the world around them continuously develop but they don’t. They stagnate. They rotten.

One sense-check I use is that I have to have stomach pains minimum one time per month that are not driven by that I ate something bad. I.e. the pain needs to be there because I’m uncomfortably excited about trying something that might fail. If a person doesn’t have pain in the stomach regularly at work or at home, the question is if that person is trying hard enough or daring enough to lead change?

Since failure is a positive word and something we should aspire to, it means that it will be important to get the most out of the learning experience it provides. How to get the most experience out of a failure is no rocket science. The most important thing is that you need to allow yourself the time after the failure to think about it. What happened. What you learned. And what you will do differently as a result of it.

So, ensure you’re uncomfortably excited about what you’re doing. Go fail.

REPEAT, DO IT RIGHT

Spend time and energy on continuously learning and improving. I believe in an iterative approach between theory and practice to improve your life plan. Sketch out the plan, try it, go back and change, try more, go back, try more etc...

You can do three things to maximize your learning in this process:

- 1) **CONTEMPLATE** – Take a step back regularly, e.g. at the end of a day/week and ask yourself what you've learned. If you're stuck in the "hamster wheel" where you never take a step back and reflect upon what you learn, there is a risk that you continue doing the wrong things.
- 2) **ASK FOR FEEDBACK** – Feedback is something very underused. Some people might be afraid of feedback. I'm only afraid of not getting feedback, since if I don't get feedback I risk living my life thinking I'm something I'm not. That would be a disaster. Make feedback your best friend.
- 3) **BE HONEST ABOUT WHAT THE RESULTS SHOW** – Sometimes people hold on to something even though it's clear that it's not working out. For example, let's assume you want to become a leader and lead people at work. If you do that, but repeatedly get negative feedback about how it's going, you need to at some point take a step back and ask yourself the question if this is really for you.

Go and ask three people that you have worked with what they see as your strengths and weaknesses. Reflect upon the answers and learn from them.



NOW IT STARTS

*H*opefully this book has given you at least a new thought or two. Perhaps it provided an excuse as good as any to take a step back and think about your next step in life. One thing is for sure, and that is that the choice of what to do next is 100% your own. You own your life, every second of it, and no one can take that away from you unless you give it away. My final advice would be: Don't wait. Do it now!

Johan Eriksson, Stockholm, Sweden, March 2014

ABOUT THE AUTHOR

Johan works at Google as part of the management team for the Nordic region in Europe. He has a background from Procter & Gamble and as an entrepreneur. His educational background is an M Sc in Industrial Engineering and Management from the Royal Institute of Technology in Stockholm, Sweden.

Johan is married to Matilda and father of two sons, Aron and Amadeus. He combines work, family and friends with running his own business, exercising, and always learning new things and trying to lead change in different areas in disruptive and unexpected ways... He tries to approach life with a child-like mentality, appreciates beauty and simplicity, and have an almost naïve view of people's potential.

ABOUT TO THE POINT



We are a publishing house that publishes content intending to be to-the-point in simplifying things to enable anyone to learn anything and consequently reach a broad audience. We believe that to consume information efficiently you need to start with understanding the top-line perspective before going deep. We also believe that many things are made unnecessarily complex in today's world, overflowing with information, and that if you understand something sufficiently good you can make it simple.

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