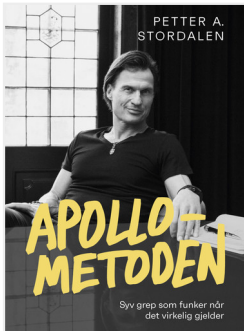


Stilton Literary Agency



The Apollo Method

Original title: Apollo-metoden. Syv grep som fungerer når det virkelig gjelder
Publisher: Bonnier Norsk Forlag 2022
Non-Fiction / Business, Self Improvement
52000 Words
English chapters available

What can we learn from a failed mission to the moon when it comes to surviving a crisis?

For the business man and hotel chain owner Petter Stordalen, the corona pandemic became an economic crash landing. But this is not the first time Stordalen has been out in stormy weathers. How does he handle the unexpected? How does he keep up the pressure when life takes a U-turn and everything is at stake?

The Apollo Method is a story about changing course. With the pandemic as a dramatic backdrop, Stordalen shares his own and others' experiences from crisis management. Using expressions and insights from missions in space such as "The Emergency Brake", "Trust 'is king'" and "Find your blue planet", he shows with his usual energetic way, how adversity can provide new opportunities - even when the environment seems to have given up. The book contains lessons that can be transferred to many areas of life, either at work or on a personal level. In the book, you will also find inspiring advice for your own development and a close-up insight into Stordalen's mindset and trade secrets.

Foreign rights

Bazar, Sweden
Alpha, Denmark

Petter A. Stordalen

With nearly 200 hotels in Norway, Sweden, Denmark, Finland, Estonia and Lithuania, Petter A. Stordalen (b. 1962) had become one of the world's largest hotel tycoons. He is a regular on Forbes' list of the world's billionaires. In 2015 Stordalen, in collaboration with Jonas Forsang, wrote the book I'll tell you my secret. The book quickly became a success and a best selling biography.

Other titles

Thank God, it's Monday! (October 2019)