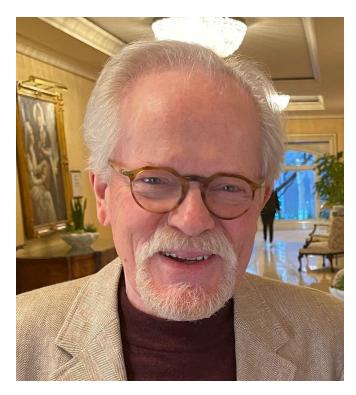
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Björn Edlund Writer, retired chief communications officer

Bjorn Edlund, a retired, award-winning communicator, came to corporate affairs from international journalism, with UPI and Reuters. He worked as a consultant, and served as chief communications officer in three multinationals -Sandoz AG, ABB Ltd and Royal Dutch Shell Ltd. As CCO, his principal focus was the role of business in society.