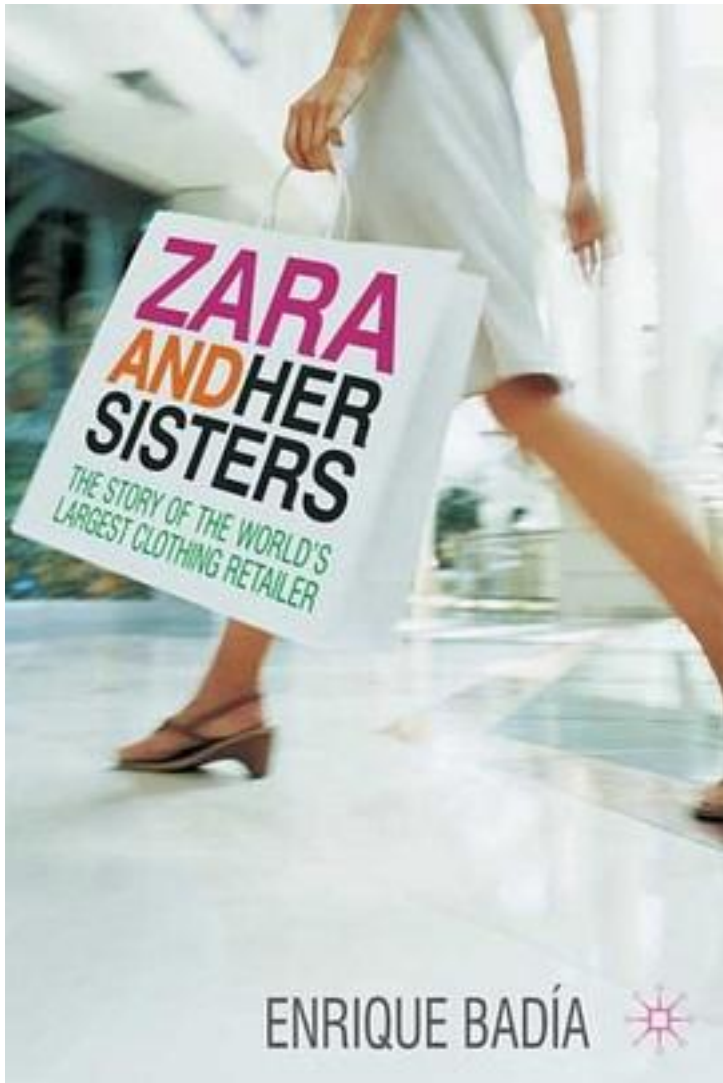


# Zara and her Sisters



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著者:Enrique Badia

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Zara and her sisters, with 3,626 shops across the world, are the indisputable global leaders in the textile sector, under the careful guidance of founder, Amancio Ortega. Many people have tried to recreate its magical formula, but the secrets to Zara's success have until now been closely guarded. These are many speculative theories that try to explain the incredible success of the Inditex group ranging from clandestine workshops full of ill-treated employees to capital coming from unmentionable sources. But of course they are not true and in fact it is hard to believe that the secret of Zara's success consists of normal strategies such as choosing the right employees, training them and passing responsibilities on to them. It is also about investing in the best location, even if this costs a huge amount of money and having the facilities ready to react quickly to unforeseen events. And of course above all, their success lies in listening to their customers. Enrique Badia has managed to get inside Zara's world in this fantastic business history book, and uncover the secrets to the success of this giant company.

作者介绍:

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## 标签

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