

ZARA - A European fashion brand



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Reviews

I actually started off looking over this publication. Indeed, it really is play, nevertheless an amazing and interesting literature. Its been printed in an exceedingly basic way and is particularly just right after i finished reading this ebook by which actually altered me, affect the way i believe.

(Toney Bernhard)

ZARA - A EUROPEAN FASHION BRAND



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Grin Verlag Nov 2007, 2007. Taschenbuch. Book Condition: Neu. 210x148x3 mm. This item is printed on demand - Print on Demand Titel. - Seminar paper from the year 2004 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, printed single-sided, grade: sehr gut, University of East London, 11 entries in the bibliography, language: English, abstract: Galician Beauty: Spanish clothier Zara beats the competition at efficiency and just about everything else The Wallstreet Journal, May 18, 2001. During the years 2000-2001, Inditex, an international fashion manufacture and distribution group, received widespread favourable press, touting Inditex's success and attributing it to Zara's unique integrated business model (Freimen, 2002). In this case study we want to analyse this phenomenon called Zara, a strategic unit of the Inditex Group, and evaluate the strategies of Zara on the European fashion market. 40 pp. Englisch.

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