



Zara and her Sisters: The Story of the World's Largest Clothing Retailer

By E. Badía

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Zara is the best known Spanish brand at an international level, and is listed among the hundred most valuable companies in the world. This insightful new book reveals the secrets behind Zara's success and examines the steps that its creator, Amancio Ortega, took to make Zara the global market leader in fashion.

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Zara and her Sisters: The Story of the World's Largest Clothing Retailer By E. Badía Bibliography

- Sales Rank: #2123999 in Books
- Published on: 2009-09-15
- Released on: 2009-08-18
- Original language: English
- Number of items: 1
- Dimensions: 10.00" h x 1.00" w x 6.00" l, 1.39 pounds
- Binding: Hardcover
- 288 pages

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Editorial Review

Review

Reviews for the Spanish Edition:

'The author of this book clarifies all legends about Zara in order to explain the key to success of a company that at first sold housecoats and later on has become the second biggest clothes seller in the world.' - *El País*

'Analyzing in detail the history of a company, especially if it is on active service, represents a very important action for those who have already begun to build their own businesses, work in other sectors but want to know more about other cases.' - *ABC*

About the Author

ENRIQUE BADIÁ has had extensive experience in both journalistic and business areas. As well as a career in radio, Badía has worked for the Spanish journal *El País*, he was the vice-editor of the economic Spanish journal *Cinco Días*, the editor and publisher of *Cambio 16*, the editor of *Diario 16*, the press office director of the Chairmanship of INI, Instituto Nacional de Industria, (National Institute of Industry), the press office director of the Chairmanship of Iberia, the director of Acesa (Spanish motorway management and mobility services company), the managing director of the Spanish consultant company EFM, the assistant director of the Chairmanship of Airtel and the director of the CMT (Telecommunications Market Commission). He is a consultant, economic analyst and a regular media columnist. He is also the author of *Rumasa* (Planeta, 1983) and a member of the editorial board of LID since 1996.

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