



Amancio Ortega, de cero a Zara (Actualidad (esfera)) (Spanish Edition)

Xabier R. Blanco, Jesús Salgado

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De Amancio Ortega, una de las personas más ricas de España y del mundo, muchos han oído hablar pero casi nadie ha visto su rostro; la inmensa mayoría de la gente conoce uno de los negocios que le ha hecho multimillonario -la cadena Zara-, pero ningún aspecto de su vida privada.

¿Cómo es posible que este gallego adoptivo, que empezó trabajando como repartidor en una tienda, haya creado uno de los mayores emporios textiles en menos de una generación? ¿A qué se debe el espectacular crecimiento de su empresa? ¿Cuáles son los secretos de su fórmula?

Este libro, que constituye el primer trabajo de investigación sobre el Grupo Inditex, desvela numerosas incógnitas sobre un personaje misterioso que no concede entrevistas ni se deja fotografiar. Asimismo, analiza las claves de su imparable éxito. Éxito que ha revolucionado completamente el universo de la moda con unos planteamientos totalmente innovadores: precios asequibles en prendas de última tendencia, indiferencia por los medios publicitarios tradicionales y respuesta a las demandas de su clientela en menos de quince días en cualquier lugar del globo.

En el imperio de Amancio Ortega no se pone el sol. Cada día abre nuevos mercados en lejanos rincones del planeta. Ésta es la historia de un hombre que viste a medio mundo y proyecta vestir al otro medio. Un recorrido de cero a Zara.

«Posee indudable interés». Pedro Tedde de Lorca, El Cultural

«En esta obra se trata de reconstruir la desconocida trayectoria del personaje, así como el espectacular crecimiento de su imperio Inditex». Leer

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