# ZARA - A European fashion brand



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# Reviews

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#### 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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