



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

*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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