



## Zara''s Secret for Fast Fashion

By Peter Hermann

VDM Verlag Dr. Müller E.K. Okt 2013, 2013. Taschenbuch. Book Condition: Neu. 220x150x7 mm. Neuware - In extremely high competitive environments like the fashion industry, globalisation, increasing supply and demand uncertainties and the pace of market changes combine the intensive search for improved customer service, reduced cost and the elusive target of greater agility. This book discusses first on the basis of a theoretical analysis how the Spanish garments retailer Zara - the world s fastest growing clothing brand - faces these challenges with a close view at its unique supply chain management practices. Besides the conventional literature review, a different approach demonstrates how a business model can also be analysed by the application of the "Systems Archetypes". They are highly effective to understand patterns of organisations and the nature of underlying problems. Illustrated with causal loop diagrams they offer a basic structure, upon which a model can be further developed and are herewith very helpful and supportive in decision taking processes. To get an objective overview Zara''s main competitor - the Swedish company Hennes & Mauritz - is also investigated which has a far more common way of managing its business model. 112 pp. Deutsch.



**READ ONLINE**  
[ 1.38 MB ]

### Reviews

*I actually started out looking at this book. It really is rally interesting throug studying time period. I am just happy to inform you that here is the greatest ebook i have read through within my personal daily life and could be he best book for possibly.*

-- **Miss Myrtice Heller**

*It is great and fantastic. Sure, it is actually perform, nevertheless an amazing and interesting literature. Once you begin to read the book, it is extremely difficult to leave it before concluding.*

-- **Ivy Hilll DDS**

## Related Kindle Books



### **It's Just a Date: How to Get 'em, How to Read 'em, and How to Rock 'em**

HarperCollins Publishers. Paperback. Book Condition: new. BRAND NEW, It's Just a Date: How to Get 'em, How to Read 'em, and How to Rock 'em, Greg Behrendt, Amiira Ruotola-Behrendt, A fabulous new guide to dating co-authored by Greg Behrendt, former writer on...



### **Very Short Stories for Children: A Child's Book of Stories for Kids**

Paperback. Book Condition: New. This item is printed on demand. Item doesn't include CD/DVD.



### **Grandpa Spanielson's Chicken Pox Stories: Story #1: The Octopus (I Can Read Book 2)**

HarperCollins, 2005. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Foreword by Raph Koster. Introduction. I. EXECUTIVE CONSIDERATIONS. 1. The Market. Do We Enter the Market? Basic Considerations. How and Which Niche? Market Analysis: Who Are...



### **Kids Perfect Party Book ("Australian Women's Weekly")**

ACP Books, 2007. Paperback. Book Condition: New. A Brand New copy, unused and unread. Dispatched by next working day from Hereford, UK. We can now offer First Class Delivery for UK orders received before 12 noon, with same-day dispatch (Monday-Friday) not including...



### **5th Activity Book - English (Kid's Activity Books)**

Book Condition: New. This is an International Edition Brand New Paperback Same Title Author and Edition as listed. ISBN and Cover design differs. Similar Contents as U.S Edition. Standard Delivery within 6-14 business days ACROSS THE GLOBE. We can ship to PO...



### **David & Goliath Padded Board Book & CD (Let's Share a Story)**

Shiloh Kidz. BOARD BOOK. Book Condition: New. 1630587842 BRAND NEW!! MULTIPLE COPIES AVAILABLE. NEW CONDITION!! 100% MONEY BACK GUARANTEE!! BUY WITH CONFIDENCE! WE SHIP DAILY!!EXPEDITED SHIPPING AVAILABLE.