



Por qué unas tiendas venden y otras no: Claves del éxito en retail (Temáticos sectoriales) (Spanish Edition)

Luis Lara, Jorge Mas

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En este libro Luis Lara y Jorge Mas, experimentados profesionales del retail que han colaborado en algunas de las mejores empresas, explican el método para gestionar unas tiendas exitosas, aportan informaciones inéditas, ejemplos ilustrativos y experiencias personales que permiten entender cómo han llegado a la cima organizaciones como Mercadona, Marks&Spencer, Starbucks, Apple, IKEA, ALDI, El Corte Inglés, FNAC o Nespresso, entre otras. Este manual va dirigido tanto a propietarios, como a profesionales o emprendedores. Al final de esta obra se incluye un anexo con la trayectoria de los veinte maestros del retail más relevantes a nivel internacional y los casos de Abercrombie & Fitch, Zara y Camper.

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