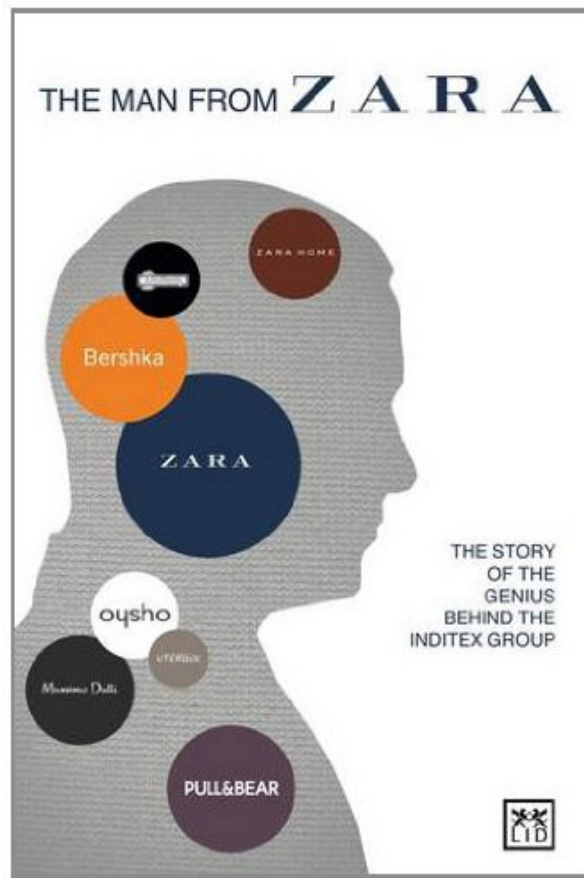
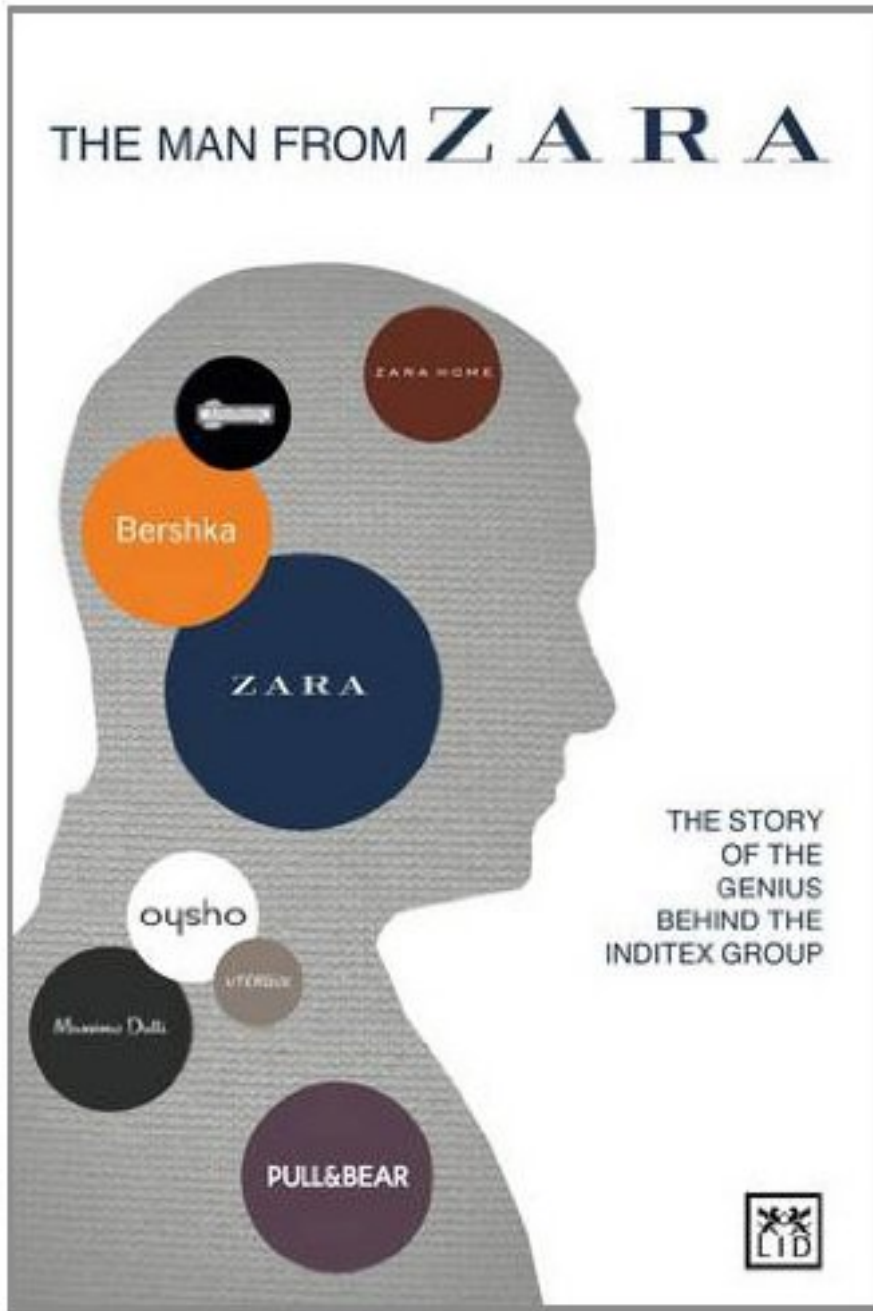


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About the Author

Covadonga O'Shea is the president of the ISEM Fashion Business School. She lectures on the fashion industry in Europe and the United States. She is a regular contributor to newspapers and magazines.

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Inditex—the group behind Zara, Massimo Dutti, Oysho, and Bershka—is today a major force in the world of high fashion. It recently outranked Gap as the number 1 clothes retailer in the world. In virtually every city in the world, you will see one or more of Inditex's shops, Zara being the most conspicuous. Yet little is known about this amazing success. This book offers such an insight by telling the story of the genius behind the Inditex Group—Armancio Ortega. Besides being one of the world's richest men, Ortega is the brains behind a modern-day revolution in textiles and fashion retail. Who is Armancio Ortega? Where is he from? Where is he going? What led him to dream up this empire? Through unprecedented access to Ortega and his closest aides, the author provides a compelling and unique biography of the man responsible for one of this century's most extraordinary business successes.

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- Binding: Paperback
- 200 pages

Features

- Used Book in Good Condition

About the Author

Covadonga O'Shea is the president of the ISEM Fashion Business School. She lectures on the fashion industry in Europe and the United States. She is a regular contributor to newspapers and magazines.

Most helpful customer reviews

8 of 10 people found the following review helpful.

Superficial Biography.

By Jaydeep J. Shetty

There is no in-depth understanding of how Ortega or Zara works. The author's labors to provide us with intimate trivia about the man and focuses little on important aspects of the Inditex business. It was a waste of my money and I would not recommend this book.

2 of 2 people found the following review helpful.

Context Zara is the world's most successful fashion retailer and Amancio Ortega has done an awesome job of building one of the s

By Lightman

I promised to share a book review often, especially from the perspective of an entrepreneur. This week I will share what I got from *The Man From Zara*. This is the story of Zara and how the world's most successful fashion retailer was born. I usually look out for topics such value creation, marketing, sales, culture and innovation. My notes are usually written as TO-DO's. You can get the book *The Man from Zara: The Story of the Genius Behind the Inditex Group* here!

Context

Zara is the world's most successful fashion retailer and Amancio Ortega has done an awesome job of building one of the strongest brands in the world. What I appreciated most about the book is Ortega's focus on producing beautifully designed clothes at affordable rates. I also found it interesting that he has dominated the world in fashion retail without having to learn to speak English or move his headquarters to any of the world's fashion capitals.

What made Zara successful?

Investing in the latest trends

A quick turn around on production: Stock turnover twice a week

Create a limited supply

Excellent location of shops

Focus on the customer

Extremely careful merchandising

Good quality clothing

Exquisite customer service

Effective logistics and distribution

Learning from their mistakes

Qualms

The book is not as deep into the story of Amancio Ortega or Zara as it could have been. You may end up skipping some paragraphs as the author talks about her experiences. However to her credit, Covadonga O'Shea seems to be very observant and this shows in her monologues.

- See more at: [...]

1 of 5 people found the following review helpful.

A must-read for anyone interested in retail, fashion merchandising and distribution

By OD

A detailed and personal account of Amancio Ortega. Excellent portrayal of the Zara and Inditex business model to general readership and business students/graduates

See all 4 customer reviews...

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