



The Mango Story

Humberto Salerno & Andrea Gay-Zaragoza

ISBN	978-1-907794-11-7
Publication date	June 2011
Net price	£16.99
Format	234 x 156mm • Paperback • 256pp
Category	Business
BIC Classification	
Territories	World (ex North America)
Rights	English language

The inner-workings of one of the greatest success stories in high-street fashion.

- Mango, together with Zara, is leading the race to become the world's no.1 high-street fashion brand.
- This is the first book in English to provide an in-depth study of Mango and the factors which have led to its success.
- Contains unique interviews with the main players and never-before published information about Mango.

Description

Mango is one of the principal high street stores in today's consumer world, with a shop presence in 90 countries. Notable for its carefully prepared advertising strategy, its tactic of working with celebrities as designers (eg, Penelope Cruz, Liz Hurley) long before its competitors did the same, and being one of the first fashion chains to sell online, Mango's success and expansion has been extraordinary.

Founded by Catalan brothers Isak and Nahman Andic, Mango opened its first store in Barcelona in 1984. By the end of 2010, it will have over 3,000 shops around the world. This book takes an inside look at Mango, its growth, brand development and business model. It reveals the inner workings of a company which is determined to outdo its chief rival, Zara, in the cut-throat world of high-street fashion.

About the author

Humberto Salerno is a journalist specialising in business and economics. He currently directs and presents a radio programme on the economy for Cadena Ser in Spain, and prior to that he was CEO and director of the economic information portal Noticias.com.

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