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DIFFERENTIATION STRATEGIES IN THE FASHION INDUSTRY



LAP Lambert Acad. Publ. Sep 2011, 2011. Taschenbuch. Book Condition: Neu. 221x149x12 mm. Neuware - This essay looks at the various differentiation strategies for a company in the fashion industry. Zara has been chosen because it is a relatively new company which has grown quickly and today has a big market share. The aim of this thesis is to decide which differentiation strategies are the more relevant ones for Zara to attract new customers. This will be done through a...

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- Authored by Marjorie Delagarde
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