

The Mango Story

Humberto Salerno, Andrea Gay Zaragoza



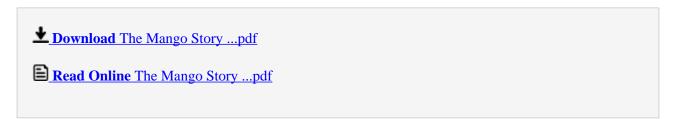
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Mango is one of the principal high street stores in today's consumer world, with a shop presence in 90 countries. Notable for its carefully prepared advertising strategy, its tactic of working with celebrities as designers (eg, Penelope Cruz, Liz Hurley) 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.



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