



Schrei vor Glück: Zalando oder shoppen gehen war gestern (German Edition)

Hagen Seidel

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Traditionelle Versender wie Quelle und Neckermann verschwinden von der Bildfläche. Karstadt kämpft ums Überleben. Zalando aber gibt es inzwischen in vierzehn Ländern und wächst weiter. Wie schaffen die das?

Hagen Seidel hat Wissenschaftler, Chefs prominenter Handelskonzerne und Modehersteller gefragt, wie Zalando die größte Einkaufsrevolution der jüngsten Zeit herbeiführen konnte. Eindrücklich beschreibt der renommierte Wirtschaftsjournalist, warum der Online-Händler unser Konsumverhalten so massiv verändert. Das Buch ist die erste umfassende Darstellung einer unglaublichen Erfolgsgeschichte, in der erstmals auch die Gründer selbst beschreiben, wie sie aus einem unscheinbaren Startup-Unternehmen Europas größten Onlinehändler schmiedeten. Ein tiefer Blick hinter die Kulissen des Online-Stars aus Berlin!

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