



Historia de un éxito: Mercadona: Las claves del triunfo de Juan Roig (Spanish Edition)

Javier Alfonso

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¿Cómo ha llegado el polémico y admirado Juan Roig a construir el imperio Mercadona?

Un libro lleno de enseñanzas, experiencias y estrategias válidas para cualquier tipo de negocio en cualquier sector.

«La semilla del fracaso está en el éxito. Si te lo crees, eres más destructible.»

Juan Roig

Juan Roig es un empresario excepcional que, partiendo de un modesto negocio familiar en Valencia, ha conseguido hacer crecer Mercadona de una forma imparable y plantando cara a sus competidores en un sector dominado por grandes empresas multinacionales. La cadena de supermercados ha sabido adaptar su estrategia a los profundos cambios del entorno con un modelo único de gestión que solo se puede entender conociendo la forma de pensar de Juan Roig, su carácter luchador y su obsesión por la mejora continua.

Historia de un éxito: Mercadona no pretende ser un estudio teórico, sino una aproximación a la figura de Juan Roig, su entrada en la compañía y la introducción del modelo de gestión de calidad total que catapultó a la empresa al liderato. Javier Alfonso, profundo conocedor de la empresa, expone cómo Mercadona ha ido ajustando sus estrategias de precio y de producto a las circunstancias del mercado; describe su política distintiva con sus empleados que se basa en la máxima de Juan Roig: primero dar, luego pedir y después, exigir; y analiza la política de Mercadona con sus proveedores.

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