



Case Life sweet life

/

Llopis Amorós, María Pilar

ESIC Editorial,
2022-10-26

Monografía

The meeting at Vicky Foods head office was over. The atmosphere was relaxed on that December morning in 2019. The financial results for the year had been very positive. However, sales of packaged sweet pastries had suffered a steady decline in recent years. Although Rafael Juan, CEO since 2007, sensed the reasons, he needed to implement new strategies and a different approach to achieve the repositioning of this product category. For this reason, he called in a team of consultants to exceed his expectations on this regard with a disruptive proposal

<https://rebiunoda.pro.baratznet.cloud:28443/OpacDiscovery/public/catalog/detail/b2FpOmNlbGVicmF0aW9uOmVzLmJhcmF0ei5yZW4vMzQ0NTMxMjg>

Título: Case Life sweet life María Pilar Llopis Amorós

Edición: 1

Editorial: Madrid ESIC Editorial 2022-10-26

Mención de serie: Casos de estudio

ISBN: 9788418944673

Materia: Dulcesol Vicky Foods healthy foodies

Autores: Roger Monzó, Vanessa Arnal Pastor, María Pérez Ruiz, Pilar

Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- informa@baratz.es