



# 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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