



# Los secretos del mundo comercial (Empresa) (Spanish Edition)

*Javier Scherk*

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Javier Scherk, fundador y director de Winche Redes Comerciales, nos abre las puertas de los despachos de los grandes directivos españoles, que nos cuentan las claves del éxito comercial de empresas como Nestlé, Henkel, Unilever, Affinity, Sara Lee, PepsiCo, Bimbo, Tatay, Coty, Gallina Blanca, Kaiku, Kellogg's, Ferrero, Mattel, Colhogar o Egon Zehnder.

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