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# Topshop (Big Business)

*Cath Senker*

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**Topshop (Big Business)** Cath Senker
This title takes an indepth look at Topshop and the business behind one of the most well-known and exciting clothing brands today. Beginning with a single shop, Topshop is now finding global success with thousands visiting its flagship store every day. We cover how Topshop came into being, the successes and failures over the years, key facts about the industry and their impact on the global market. Readers will learn about branding and the business world with Business Matters features. Each one looks at a different aspect of business and explains it in a clear and concise way for young readers to follow. Key features give information about the Brains Behind the Brand, bringing to the forefront those who run Topshop today and those who have helped build the business in the past. Ideal for budding young entrepreneurs with an eye for opportunity! A brilliant read for those keen to find out how the business behind the brand works. Other titles in the series include; Manchester United, YouTube, Virgin, Heinz and ASOS.

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