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Sommario/riassunto	This volume presents the proceedings of the 2016 International Conference on National Brand & Private Label Marketing (NB&PL Marketing) in a collection of thought-provoking, in-depth and highly relevant contributions. The 2016 NB&PL Marketing provided a unique academic forum to present and discuss original, rigorous and significant contributions from researchers around the world on marketing issues affecting retailers, store brand managers and national brand managers. The three-day event covered a wide range of topics from varied fields, including retailing, marketing, general business, tourism, psychology, economics and statistics. The conference papers further addressed diverse areas of application such as value co-

creation, assortment decisions, private label proneness, anthropomorphism, sales promotions, tourist services, the online channel, retail brand extension and pricedifferentials, pursuing a wide variety of theoretical and methodological approaches to do so.
