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Sommario/riassunto	The 2018 International Conference on National Brand & Private Label Marketing is a unique academic forum for presenting and discussing original and significant contributions from researchers around the world on marketing issues facing 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, psychology, economics and statistics. Further, it addressed diverse areas of application – such as consumer decision-making, premium private labels, digital transformation, ethical aspects, cultural dimensions, sales promotions, brand equity, private label pricing, and dual branding – using a wide variety of theoretical and methodological approaches. This volume presents the proceedings of this 2018 NB&PL marketing conference in a collection of original and relevant contributions:.

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