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Nota di contenuto	Strategic Decisions -- Branding -- Consumer Behaviour -- Online Context -- Trends and Theoretical Research.
Sommario/riassunto	The 2014 International Symposium on Advances in National Brands & Private Labels in Retailing is believed to be the first international forum to present and discuss original, rigorous and significant contributions on such issues. The three-day event aimed to bring together researchers working in this interesting field from areas as varied as retailing, marketing and business in general, psychology, economics or statistics, among others. This volume presents the proceedings of these activities in a collection of contributions with many original approaches. They address diverse areas of application such as assortment decisions, dual-brand manufacturers, positioning, branding, consumer preferences, online context, economic crisis, review of literature, PL share, PL trends and PL innovation, among others. A wide variety of theoretical and methodological approaches have been used.