

1. Record Nr.	UNINA9910298547903321
Titolo	National Brands and Private Labels in Retailing : First International Symposium NB&PL, Barcelona, June 2014 // edited by Juan Carlos Gázquez-Abad, Francisco J. Martínez-López, Irene Esteban-Millat, Juan Antonio Mondéjar-Jiménez
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2014
ISBN	3-319-07194-7
Edizione	[1st ed. 2014.]
Descrizione fisica	1 online resource (190 p.)
Collana	Springer Proceedings in Business and Economics, , 2198-7254
Disciplina	658.827
Soggetti	Marketing Sales management Sales and Distribution
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
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.