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Sommario/riassunto	The 2019 International Conference on National Brand & Private Label Marketing is a unique academic forum for presenting and discussing original, rigorous and significant contributions from researchers around the world on marketing issues that retailers, store brand managers and national brand managers are facing. 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 innovation, retail market structure, social media, consumer decision-making, store loyalty, assortment size, digital transformation, ethical aspects, cultural

dimensions, and private label pricing. This volume gathers the proceedings of the 2019 NB&PL marketing conference in a collection of outstanding contributions that employ a wide variety of theoretical and methodological approaches. .

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