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Sommario/riassunto

This volume focuses on Central and Southeast Europe, and explores the dynamic and complex area of distributive trade on markets which have recently undergone a huge transformation. Papers in the volume employ both quantitative and qualitative research methods, and focus on retailing, international trade, relationships between retailers and suppliers, sustainability, private brands, loyalty programs, e-commerce and retailing strategies. Challenges For Trade in Central and Southeast Europe offers insights that will assist retailers, wholesalers and logistics companies in their decision making, as
