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the Interwar Period; 10 Unilever's (Other) Brand Wars: Retailers, Private Labels, and Struggles for Supremacy within Product Supply Chains; Contributors; Index

Sommario/riassunto

This book examines trademarks and brands, and their historical role in national competitive and comparative advantage and in overall economic growth. The contributors provide an historical account of the contribution of brands in consumer goods to economic growth; examine the development of trademark law, its influence on brand strategy, and reciprocally the influence of strategy on the law; and look at the building and repositioning of individual brands as example of the interplay of law and strategy. Brands and trademarks are usually discussed from the perspective of marketing. This

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Autore

BROWN, J. Robert (Jr.)

Titolo

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