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| 1. Record Nr. | UNINA9910484812603321 |
| Titolo | Advances in national brand and private label marketing : eighth international conference, 2021 // editors, Francisco J. Martinez-Lopez, Juan Carlos Gazquez-Abad |
| Pubbl/distr/stampa | Cham, Switzerland : , : Springer, , [2021] ©2021 |
| ISBN | 3-030-76935-6 |
| Descrizione fisica | 1 online resource (145 pages) |
| Collana | Springer Proceedings in Business and Economics |
| Disciplina | 658.8 |
| Soggetti | Marketing Brand name products |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
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Correction to: Chapter "Brand Architecture: Strategy for the

Development of a City Brand" in: F. J. Martinez-Lopez and J. C. Gazquez-Abad (Eds.): Advances in National Brand and Private Label Marketing, SPBE, https://doi.org/10.1007/978-3-030-76935-2_4 -- Author Index.

Sommario/riassunto

This proceedings volume highlights the latest research presented at the 8th International Conference on Research on National Brand & Private Label Marketing (NB & PL2021). The topics covered include: retailing, private label portfolio and assortment management, marketing of premium store brands, using national brands to exclude (delist) and include, optimal assortment size, consumer store patronage, etc. Several contributions also focus on private label pricing and promotion, especially on the relative pricing of standard and premium private labels, and with regard to the national brands in the assortment.
