

1. Record Nr.	UNINA9910726274303321
Autore	Gazquez Abad Juan Carlos
Titolo	Advances in National Brand and Private Label Marketing : 10th International Conference, 2023 / / edited by Juan Carlos Gázquez-Abad, Francisco J. Martínez-López, Katrijn Gielens
Pubbl/distr/stampa	Cham : , : Springer Nature Switzerland : , : Imprint : Springer, , 2023
ISBN	9783031328947 9783031328930
Edizione	[1st ed. 2023.]
Descrizione fisica	1 online resource (156 pages)
Collana	Springer Proceedings in Business and Economics, , 2198-7254
Altri autori (Persone)	Martínez-LópezFrancisco J GielensKatrijn
Disciplina	658.827
Soggetti	Branding (Marketing) Ethnopsychology Customer relations - Management Branding Cross-Cultural Psychology Customer Relationship Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	The 2023 International Conference on National Brand & Private Label Marketing is a unique academic forum to present and discuss original, rigorous, and significant contributions from researchers around the world on marketing issues facing retailers, store brand managers and national brand managers. The two-day event covered a wide range of topics from varied fields including retailing, marketing, general business, psychology, economics and statistics. The conference addressed diverse areas of application such as branding strategies, innovation in private labels, private label consumers, customer databases, Covid-19 consequences, loyalty programs, sustainability, and online grocery retailing, among others. A wide variety of theoretical and methodological approaches have been used in these areas. This volume presents the proceedings of this 2023 NB&PL marketing

conference in a collection of original, rigorous, and relevant contributions.
