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Autore	Gázquez-Abad Juan Carlos
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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.

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