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		Price strategy, information sharing, and firm performance in a market channel with a dominant retailerBook reviews
	Sommario/riassunto	This ebook derives from the 7th Global Brand Conference of The Academy of Marketing's Special Interest Group on Brand, Corporate Identity and Reputation, held at Oxford University in 2011. The authors explore the challenges brand management faces as customers increasingly demand multisensory and multi-experiential brand interactions. A wide variety of current issues are addressed, from the increasingly important aspect of brand impact to the long-lasting

experiences that organizations seek in order to achieve brand success in the global marketplace.