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Sommario/riassunto	The 2025 International Conference on Global Retail Brand Management 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 three-day event covered a wide range of topics from various fields including retailing, marketing, general business, psychology, economics, and statistics. The conference addressed diverse areas of application such as customer journey, sustainability, the metaverse, online grocery retailing, assortment branding strategies, innovation, labeling, and co-creation, among others. A wide variety of theoretical and methodological approaches have been used in these

areas. This volume presents the proceedings of the 2025 NB&PL marketing conference in a collection of original, rigorous, and relevant contributions.

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