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THE ROLE OF PRIVATE BRANDS IN ASSORTMENTS. LITERATURE REVIEW AND EMPIRICAL STUDY



GRIN Publishing Apr 2015, 2015. Taschenbuch. Condition: Neu. Neuware - Studienarbeit aus dem Jahr 2014 im Fachbereich BWL - Handel und Distribution, Note: 1,0, Hochschule Reutlingen, Sprache: Deutsch, Abstract: Presently, private brands attract as much attention as only a few managerial practices have experienced before. Where once branded products led the way, today private label share is growing. Since today's industry is affected by pricing, advertising, merchandising and product selection, private brands revolutionized the market, imposed fundamental changes in the...

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- Authored by Hannah Fenger
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