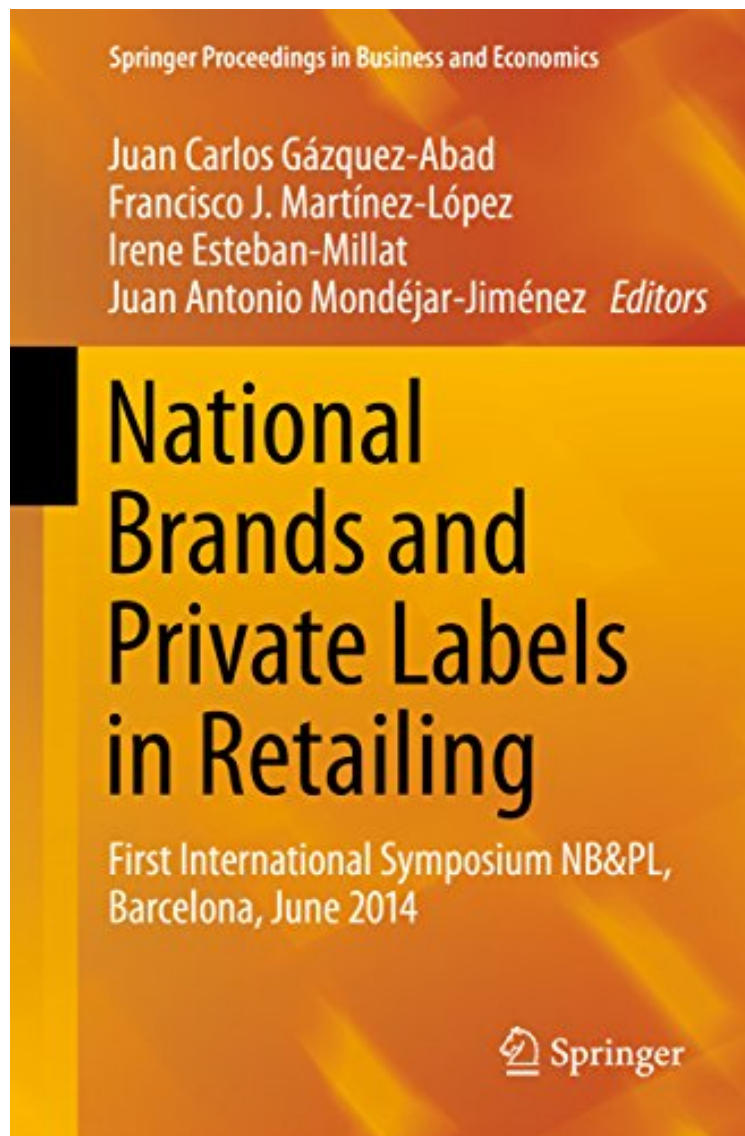


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## **National Brands and Private Labels in Retailing: First International Symposium NBPL, Barcelona, June 2014 (Springer Proceedings in Business and Economics)**

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This book presents latest findings on brand marketing in retail. In times of economic downturn a "new retailing landscape" is being shaped, in which retailers and manufacturers face new challenges to their brand strategies. Marketing professionals need high value-added and timely responses. Among the topics targeted in this volume are: mix of national brands and private labels in retailers' assortments; assortment decisions in times of economic crisis and eventual recovery; consequences of delisting brands on store-related aspects; delisting manufacturers' brands and the effects on the distribution channel relationship; the new "retailing landscape", with special focus on fast moving consumer goods retailing; consumer preferences for national brands and private labels and many more.

From the Back CoverThe 2014 International Symposium on Advances in National Brands Private Labels in Retailing is believed to be the first international forum to present and discuss original, rigorous and significant contributions on such issues. The three-day event aimed to bring together researchers working in this interesting field from areas as varied as retailing, marketing and business in general, psychology, economics or statistics, among others. This volume presents the proceedings of these activities in a collection of contributions with many original approaches. They address diverse areas of application such as assortment decisions, dual-brand manufacturers, positioning, branding, consumer preferences, online context, economic crisis, review of literature, PL share, PL trends and PL innovation, among others. A wide variety of theoretical and methodological approaches have been used. About the Author Juan Carlos Gaacutetzquez-Abad is currently an associate professor of marketing at the Economics and Business School, University of Almeriacute;a (Spain). PhD in Marketing at University of Almeriacute;a. Visiting professor at the University of Ghent (Belgium) in 2005. His research interests cover several marketing topics, especially those related to retailing and consumer behaviour. He is Associate Editor of the International Journal of Business Environment. His work has been published in Journal of Retailing, European Journal of Marketing, Journal of Marketing Theory and Practice, Internet Research, International Journal of Market Research, International Journal of Environmental Research, The Service Industries Journal, The International of Retail, Distribution and Consumer Research, Agribusiness, among others. He has contributed more than 100 papers to conference proceedings.