

Handbook of Research on Strategic Retailing of Private Label Products in a Recovering Economy

Part of the Advances in Marketing, Customer Relationship Management, and E-Services Book Series

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Description:

As the global market continues to recuperate from economic downfall, it is essential for private label products to find ways to compete with alternatives offered by wholesale and national retailers. In many cases, it becomes difficult for off-brand products to generate market appeal when consumers have preconceived notions about the quality of generic products and loyalty to branded products.

The **Handbook of Research on Strategic Retailing of Private Label Products** in a Recovering Economy emphasizes advertising and promotional approaches being utilized, as well as consumer behavior and satisfaction in response to marketing strategies and the sensitive pricing techniques being implemented to endorse generic and store-brand products available on the market. Highlights brand competition between wholesalers, retailers, and private brand names following a global economic crisis.

Readers:

This publication is an extensive resource for researchers, graduate-students, economists, and business professionals.

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Topics Covered:

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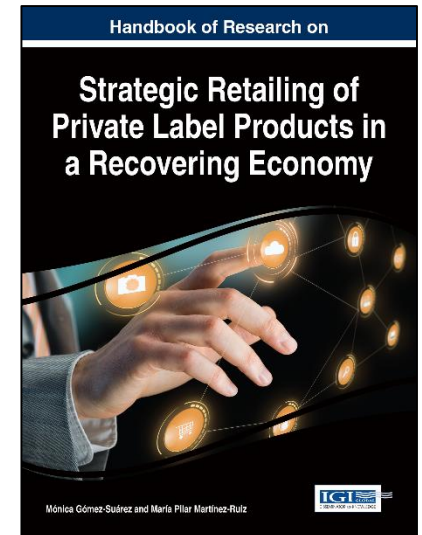
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