

Improving Marketing Strategies for Private Label Products

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

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Description:

With changing economic and social environmental conditions and diversified consumer attitudes, national and international competition has increased among retailers. Private label brands have started to follow a dynamic structure in order to adapt themselves to developing environmental conditions. Today, private label products are often mentioned as a mechanism for reaching differentiation in the market and for helping retailers to strengthen consumer loyalty.

Improving Marketing Strategies for Private Label Products is a collection of innovative research that examines how some markets are successful and what other markets can do to increase their market share in terms of private label products. It supports in the development of marketing strategies that can help make a private label product more successful. While highlighting topics including e-commerce, national branding, and consumer behavior, this book is ideally designed for marketing professionals, managers, executives, entrepreneurs, business owners, business practitioners, researchers, academicians, and students.



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Topics Covered:

- Branding Strategies
- Consumer Behavior
- Digital Marketplace
- E-Commerce
- Economics
- Family Business
- Food Retailing
- Intentional Buying
- National Branding
- Retail Industry

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