

NATIONAL BRANDS AND PRIVATE LABELS IN RETAILING%0A

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A brief presentation highlighting differences between private labels and national brands. Slideshare uses cookies to improve functionality and performance, and to provide you with relevant advertising.

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The label in fact provides information which enables customers to match the Private Label manufacturer with a National Brand manufacture. Practice theory is a cultural approach to studying

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[National Brands and Private Labels in Retailing First International Symposium NB&PL, Barcelona, June 2014.](#) Editors Juan Carlos Ga zquez-Abad Department of Economy and Business University of Almeria Faculty of Business and Economics Almeria, Spain Francisco J. Mart nez-Lo pez Department Business Administration University of Granada Business School Granada, Spain and Marketing Group Open

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The 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.

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changes of national brand prices following the introduction of private labels and found a negative price impact in 46% of cases. As a new product, the introduction of PL impacts consumer surplus.

National Brand Versus Private Label | Chron.com

A national brand is a prominent or established product, while a private label or store brand is an exclusive product made or acquired for sale through a particular provider.

Brands Versus Private Labels: Fighting to Win

In other words, a decrease in the price gap would swing twice as many sales from private labels to national brands as a corresponding increase would swing sales to private labels from national

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Advances in National Brands & Private Labels in Retailing (JS-NB&PL 2014) has been launched and organized.

Although there are some conferences including sessions related to the topic, this symposium is believed to be the first international v. forum to present and discuss original, rigorous and significant contributions specifically on NB and PL issues. Each paper submitted to NB&PL 2014

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