

How to Meet the Store Brand Challenge The rise of store brands is a major challenge for traditional consumer packaged goods (CPG) companies. In the past, CPG companies could rely on their brand names to drive sales. However, today's consumers are more

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Private Label Strategy: How to Meet the Store Brand Challenge

by Nirmalya Kumar

★★★★☆ 4.4 out of 5

Language : English
File size : 3088 KB
Text-to-Speech : Enabled
Enhanced typesetting: Enabled
Word Wise : Enabled
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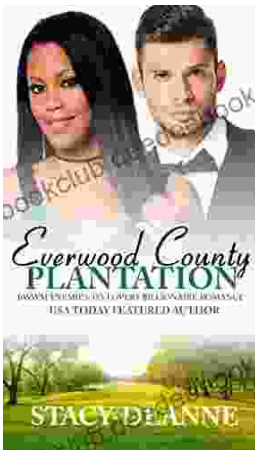
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