

Relationship Between National Private Products

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Richard Volpe (Author of The Relationship Between National ... Richard Volpe is the author of The Relationship Between National Brand and Private Label Food Products (0.0 avg rating, 0 ratings, 0 reviews), Casebook o. Private Labels vs. National Brands - SlideShare A brief presentation highlighting differences between private labels and national brands. Brands Versus Private Labels: Fighting to Win Proponents also argue that the dual manufacturer has more ability to influence the category, the shelf-space allocation between national brands and private labels, the price gap between them, and the timing of national-brand promotions; and further, that its clout with the trade is enhanced by supplying both national brands and private labels.

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