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3 ORDERING INFORMATION

Studies & Reports

	PRICE	TOTAL
Pulse Report: Private Label from a Consumer Perspective, August 2006.....	\$550	\$ _____



Report Length: 89 pages
 39 figures; 6 tables

Introduction: Shelf Tension and the Battle for Brand Parity
 Chapter I. Key Findings.
 Chapter II. Store Brands: How Far Have They Come?
 Chapter III. Store Brand Familiarity & Awareness
 Chapter IV. Perceptions of Store Brand Quality
 Chapter V. The Price/Value Factor
 Chapter VI. Satisfaction, Recommendation & Repurchase
 Chapter VII. Shopping Occasions & Purchase Behavior
 Chapter VIII. Consumer Interest in Private Label Variety
 Chapter IX. Conclusion

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