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COLLABORATIVE PROMOTIONS



Springer-Verlag Gmbh Sep 2010, 2010. Taschenbuch. Condition: Neu. Neuware - Promotions are at the same time beloved and feared by both food retailers and branded goods manufacturers in today's retail environment. Beloved because they attract smart customers and generate an immediate effect on a brand's sale. Feared because there is uncertainty about the competitors' behavior and the actual customer demand leading to high forecast errors. For the retailer, this results in a doom loop of over- or understocking with high...

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- Authored by Daniela Wiehenbrauk
- Released at 2010



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