

Private Label

PRIVATE LABEL

Turning the retail brand threat into
your biggest opportunity



Keith Lincoln & Lars Thomassen

Includes an exclusive worldwide Private Label study by Saatchi & Saatchi X

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Review

"The research in the book confirmed what we all knew in our hearts - that brands and private labels can not survive without each other. This book tells you what to do about it. Essential reading for every brand owner and retailer." Simon Hathaway, Managing Director of Saatchi & Saatchi X, UK "Private Label is a fascinating study of today's key retailer trends." Retail & Leisure International

Review

"Informed and informative." -- Midwest Book Review

"Keen insights into the growing phenomenon of private label brands.... A very practical as well as readable book." -- Choice

Product Description

Private labels, also known as "store brands" or "house brands," have long been associated with inexpensive name-brand knockoffs. In recent years, however, retailers have begun marketing higher-quality products under their private labels. The result has been a huge increase in the market share of private label brands. Of every \$100 spent around the world, \$17 is spent on a private label. The private label industry is worth an estimated one trillion US dollars, and its growth is outpacing that of manufacturer brands.

Private Label is a gripping and persuasive study of this retail phenomenon. Based on exclusive worldwide research by Saatchi & Saatchi X, it encourages brand owners to see the private label problem as a genuine business opportunity that will inspire them to really innovate. This book is for retailers too, as they need to control private labels profitably without damaging their own business. The way forward, the authors argue, is cooperation between brands and retailers.

Punchy and provocative, Private Label encourages both brand owners and retailers to reinvent themselves continually. By making use of megatrends, shopper insight, and value innovation, all parties can add value to their businesses.

作者介绍:

About the Author

Keith Lincoln has worked in international communications and branding for nearly thirty years with Gillette, Nike, and LEGO. He co-authored *How to Succeed at Retail* (2007) and *Retailization* (2006), which is now in its third printing and has been translated into Japanese, Danish, Russian, and Chinese.

Lars Thomassen is a leading Danish advertising and communications director. He co-authored *How to Succeed at Retail* (2007) and *Retailization* (2006), which is now in its third printing and has been translated into Japanese, Danish, Russian, and Chinese.

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标签

评论

新瓶装旧酒。本篇幅的大量例子还是局限于食品零售方面。

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书评

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