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LAP Lambert Academic Publishing Jul 2012, 2012. Taschenbuch. Book Condition: Neu. 220x150x6 mm. This item is printed on demand - Print on Demand Neuware - The idea of product shelf placement in store is an emerging concept as placement of product is considered to be critical from retailer, manufacturer and consumer perspectives. However, some preliminary studies have been done regarding the impact of placement on sales of the product but so far there have been fewer studies regarding the ideal...

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