

International Journal of Market Research

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	Óscar González-Benito, Mercedes Martos-Partal and Mariana Fustinoni-Venturini	Brand equity and store brand tiers: an analysis based on an experimental design
	Yamen Koubaa, Rym Boudali Methamem and Fatiha Fort	Multidimensional structures of brand and country images, and their effects on product evaluation
	Li-Chun Yang and Kuan-Nien Chen	Cosmetic scents by visual and olfactory senses versus purchase intention
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