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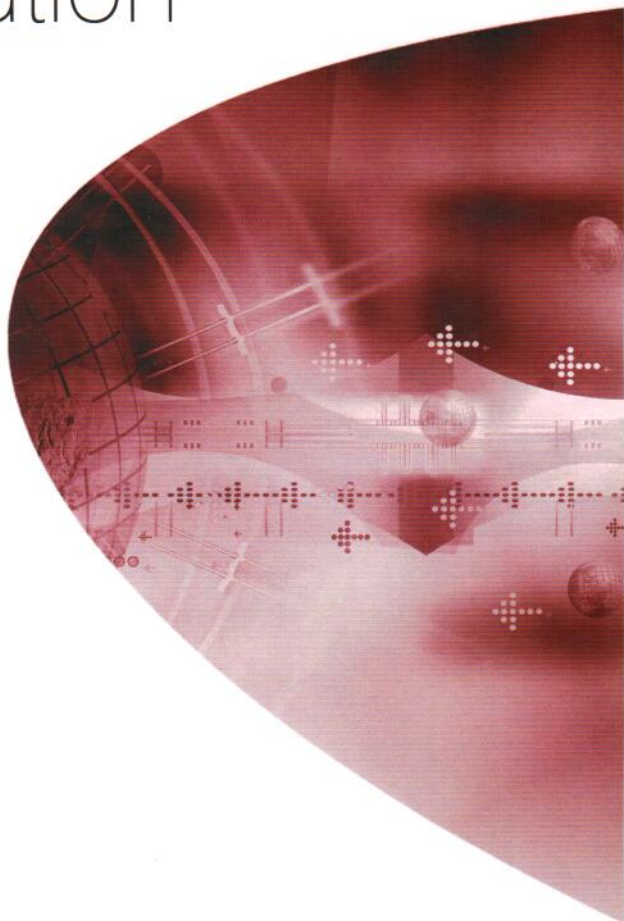
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**Retail branding**

Guest Editors: Professor Dr Dieter Ahlert,  
Professor Dr Rainer Olbrich,  
Professor Dr Peter Kenning and  
Professor Dr Hendrik Schroeder



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## Retail branding

### Guest Editors

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