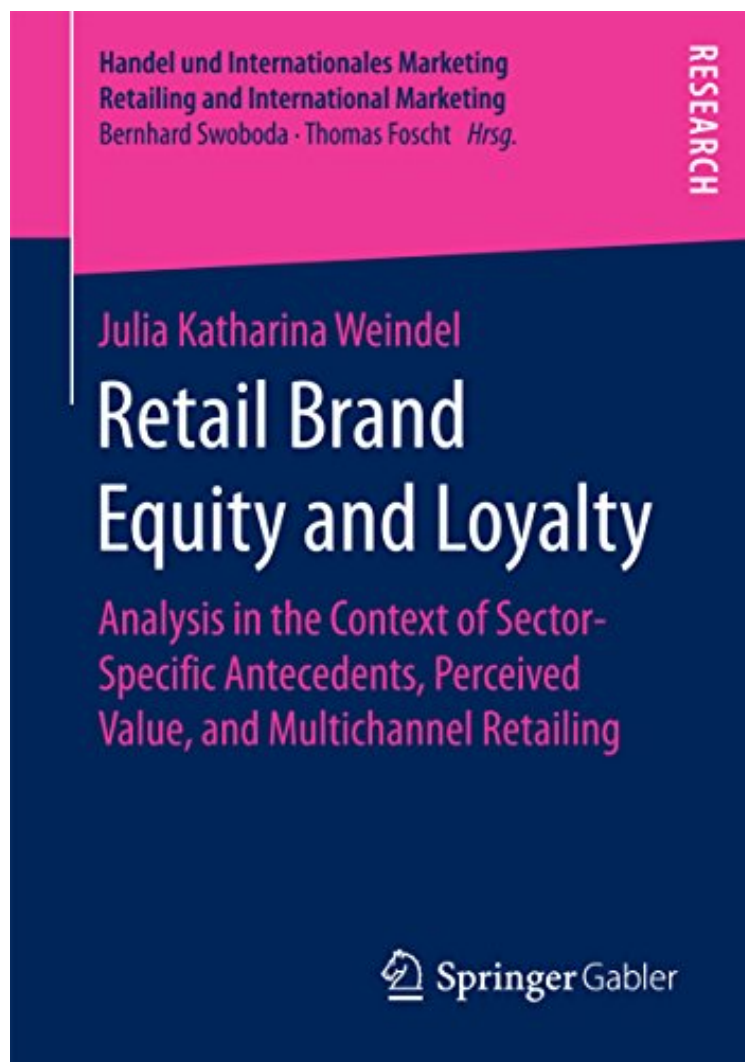


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## **Retail Brand Equity and Loyalty: Analysis in the Context of Sector-Specific Antecedents, Perceived Value, and Multichannel Retailing (Handel und Internationales ... Retailing and International Marketing)**

*Julia Katharina Weindel*

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