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Consumer & Retail: Perspectives on COVID-19

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Perspectives on retail and consumer goods is written by experts and practitioners in McKinsey & Company's Retail and Consumer Packaged Goods practices, along with other McKinsey colleagues. To send comments or request copies, e-mail us: Consumer_Perspectives@McKinsey.com Editorial Board Klaus Behrenbeck, Peter Breuer, Peter Child, Sandrine

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Consumer & Retail: Long-term effects of current consumer ...

Number 2, Winter 2013/14. 4. 2ForewordWe are proud to bring you the second editionof Perspectives on retail and consumer goods,our twice-yearly journal in which McKinseypractitioners and experts address topics of thehighest relevance for retailers and consumer-goods manufacturers.

Perspectives on Retail and Consumer Goods_McKinsey

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The Loyalty Divide: Retailer and Consumer Perspectives

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