

# Branded Component Strategies Worm Stefan

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## Theoretical Framework SpringerLink

February 11th, 2019 - Next follows the theoretical framework for research question one in section 3 2 The chapter concludes with the theoretical framework for Research question two in section 3 3 Figure 14 illustrates the research context for the two theoretical frameworks by placing them along the brandvalue chain for a branded component The brand value chain links suppliersâ€™ brand management actions to their

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