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The Role of Marketing Criteria in Reverse Logistics

(Full Paper Submission)

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ABSTRACT

The literature review shows that the important interface between product recovery and marketing is not properly considered and addressed. This paper utilizes real-life case studies to address such a relationship. The paper proposes a theoretical framework for doing so. The paper concludes by providing managerial implications and future research directions.

KEYWORDS: Product recovery, Marketing, Product recovery types, Case studies, Marketing-product recovery strategies