

# **Store Wars: The Battle For Mindspace And Shelfspace By Judith Corstjens;Marcel Corstjens**

**By Judith Corstjens;Marcel Corstjens**

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10.1287/mksc.1040.0069 Competitive Reactions to Advertising and Corstjens, Judith, Marcel Corstjens. 1995. Store Wars, The Battle for Mindspace and Shelfspace.  
<http://www.jstor.org/doi/xml/10.2307/40056937>

Marcel Corstjens Belgium Judith Corstjens. The book is called Store Wars: The Battle for Mindspace and Shelfspace (J. Wiley & Sons)  
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<https://www.questia.com/newspaper/1G1-304030404/store-wars-in-n-the-battle-to-be-best-fashion-as>

The online version of Long Range Planning at ScienceDirect.com, Store wars: The battle for mindspace and shelfspace: Judith Corstjens and Marcel Corstjens,

<http://www.sciencedirect.com/science/journal/00246301/28/4>

Sep 17, 2012 Research and Markets: Store Wars. The FMCG battle for in-store and online success Research and Markets

<http://www.reuters.com/article/2012/09/18/idUS78648+18-Sep-2012+BW20120918>

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