

# Expert Norge AS in Consumer Electronics (Norway)

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## Abstracts

As Expert rebranded itself as “new” Expert with the controversial commercial highlighting all the company’s downsizing to cut costs in every corner in 2013, Expert is definitely changing its former modus operandi to the new retailing landscape within consumer electronics. Expert opened its new 3,000 sq m flagship store in an out-of-town retailing park outside Oslo.

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