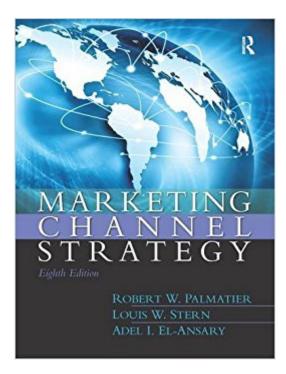
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## **Marketing Channel Strategy**





## Synopsis

For advanced undergraduate and/or graduate-level courses in Distribution Channels, Marketing Channels or Marketing Systems. Marketing Channel Strategy shows students how to design, develop, maintain and manage effective relationships among worldwide marketing channels to achieve sustainable competitive advantage by using strategic and managerial frames of reference. This program will provide a better teaching and learning experienceâ •for you and your students. Hereâ <sup>™</sup>s how: Bring Concepts to Life with a Global Perspective: Varied topics are covered, bringing in findings, practice, and viewpoints from multiple disciplines. Teach Marketing Channels in a More Flexible Manner: Chapters are organized in a modular format, may be read in any order, and re-organized. Keep your Course Current and Relevant: New examples, exercises, and research findings appear throughout the text.

## **Book Information**

Paperback: 496 pages Publisher: Routledge; 8 edition (September 9, 2016) Language: English ISBN-10: 0133357082 ISBN-13: 978-0133357080 Product Dimensions: 6.9 x 0.9 x 9 inches Shipping Weight: 10.4 ounces (View shipping rates and policies) Average Customer Review: Be the first to review this item Best Sellers Rank: #274,180 in Books (See Top 100 in Books) #22 in Books > Business & Money > Management & Leadership > Distribution & Warehouse Management #212 in Books > Business & Money > Industries > Retailing #315 in Books > Textbooks > Business & Finance > Marketing

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