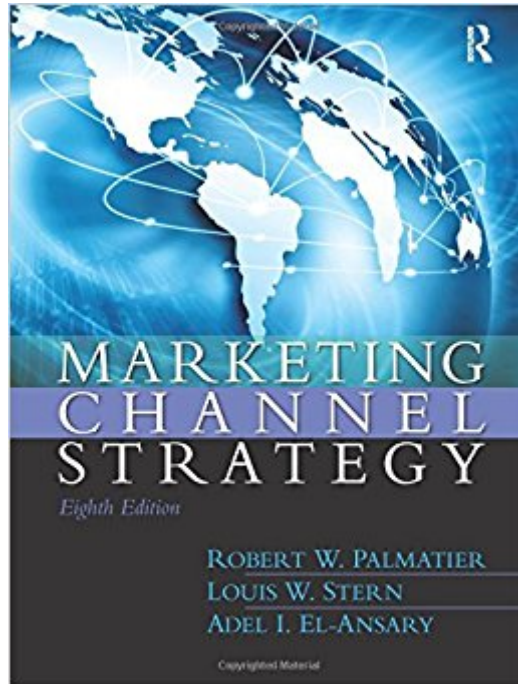




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Marketing Channel Strategy



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 experience – for you and your students. Here’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.

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Customer Reviews

Robert W. Palmatier is Professor of Marketing and John C. Narver Endowed Professor in Business Administration at the Foster School of Business, University of Washington, USA. Louis Stern is John D. Gray Professor Emeritus of Marketing at the Kellogg School of Management, Northwestern University, USA. Adel I. El-Ansary is the Donna L. Harper Professor of Marketing at the University of North Florida, USA. Erin Anderson was the John H. Loudon Chaired Professor of International Management and Professor of Marketing at INSEAD, France. Sadly, she passed away in 2007.

Arrived just as described with a little wear and a few pages that have been highlighted. Still satisfied with the overall quality of the product.

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