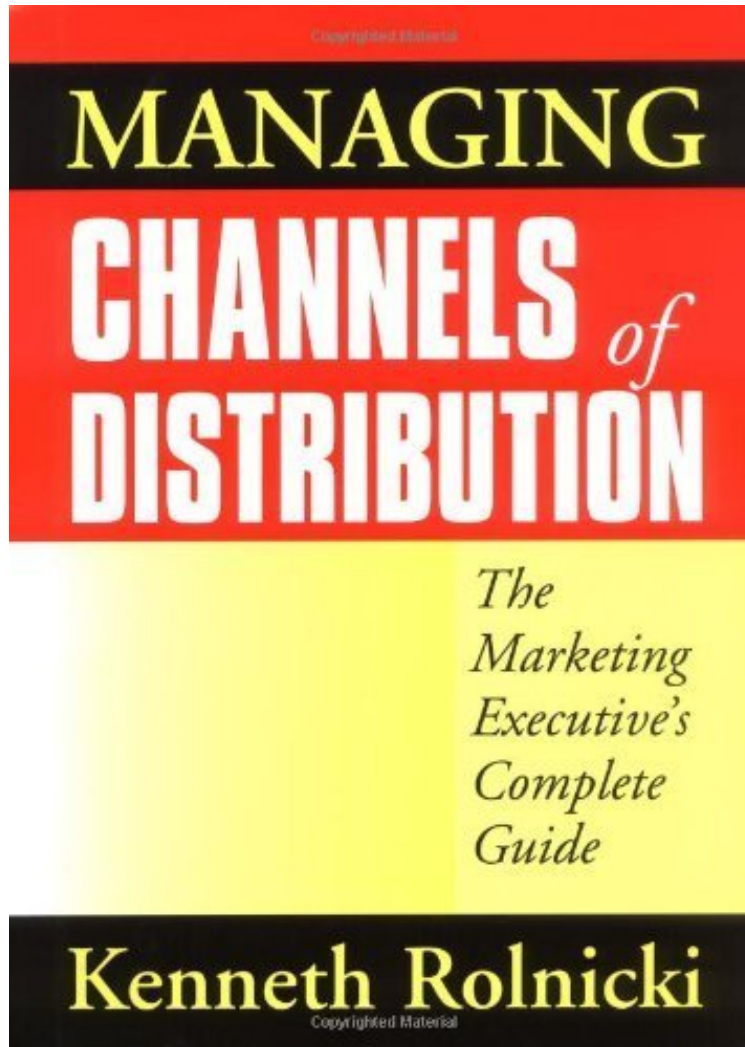


Managing Channels of Distribution: The Marketing Executive's Complete Guide

Kenneth Rolnicki

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Kenneth Rolnicki : Managing Channels of Distribution: The Marketing Executive's Complete Guide before purchasing it in order to gauge whether or not it would be worth my time, and all praised Managing Channels of Distribution: The Marketing Executive's Complete Guide:

10 of 11 people found the following review helpful. All you need to know about distribution channels !By Antonio Vicente La Camera This book is a rare example on how it is easy to teach the concepts, show practical examples, and summarize everything in 250 pages without relying on unnecessary phrases and words that just repeat the same idea again and again and increase the size of the book to 1000 pages. The author provides detailed explanations on the structure and functioning of distribution channels and depicts a way to effectively build a successful channel from

scratch. He goes beyond the basic concepts to show additional and important information on antitrust laws and international distribution and competition. I would recommend reading this book and keeping it as one of your reference books to consult whenever you're up to consider changes in the distribution system that arise because of competitive pressures, changes in customer behavior, or new product launches. 0 of 0 people found the following review helpful. Difficult to just sit and read...By Dan This is a more text book style reading. Kind of difficult to just sit and read. 0 of 0 people found the following review helpful. he has a good take on distribution By JJ he has a good take on distribution ... you might learn some things even if been doing it awhile .. if not it is a good source to work from

This resource explains how to create and manage different channels, how to employ the correct use of "channel power", and how to evaluate performance. Each chapter includes case studies which reinforce the practicality of the information, and the steps are given for forming your own channel design.