



Channel Management

By Patrick Forsyth

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, Channel Management, Patrick Forsyth, This is the fast track route to effective channel management. It covers key channel management techniques, from deciding the mix and ensuring customer focus monitoring performance and channel innovation. It includes examples and lessons from benchmark companies, including Sharp and Sanwa and ideas from the smartest thinkers. It includes a glossary of key concepts and a comprehensive resources guide. "ExpressExec" is a unique business resource of one hundred books. These books present the best current thinking and span the entire range of contemporary business practice. Each book gives you the key concepts behind the subject and the techniques to implement the ideas effectively, together with lessons from benchmark companies and ideas from the world's smartest thinkers. "ExpressExec" is organised into ten core subject areas making it easy to find the information you need: Innovation; Enterprise; Strategy; Marketing; Finance; Operations and Technology; Organizations; Leading; People; and, Life and Work. "ExpressExec" is a perfect learning solution for people who need to master the latest business thinking and practice quickly.



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