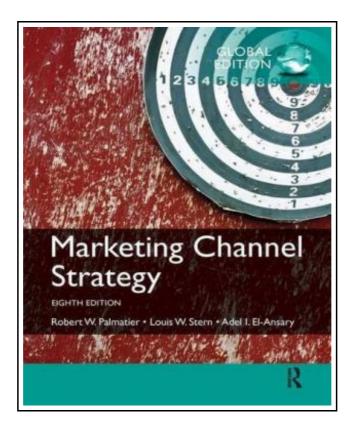
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Reviews

The book is great and fantastic. It is writter in straightforward words and phrases rather than difficult to understand. You wont really feel monotony at at any time of your respective time (that's what catalogues are for regarding should you question me).

(Payton Miller)

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Taylor Francis Ltd, United Kingdom, 2014. Paperback. Book Condition: New. Global Edition of 8th Revised ed. 229 x 178 mm. Language: English. Brand New Book. 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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