



The Channel Advantage: Using Multiple Sales Channels to Reach More Customers, Sell More Products, Make More Profit (Hardback)

By Lawrence Friedman, Tim Furey

Taylor Francis Ltd, United Kingdom, 1999. Hardback. Book Condition: New. 232 x 160 mm. Language: English . Brand New Book. The Channel Advantage deals with one topic, and deals with it comprehensively and rigorously: how to construct a sales channel system that will yield world-class sales performance and durable competitive advantage. This book helps readers move decisively away from the notion of channel strategy as a sideline to the core business. Building a channel advantage is the core business today, and this is an essential text and reference for all serious marketing and sales professionals and students. Channel innovation is separating market winners from market losers, and not just in leading-edge technology industries. In a business world where industry players are selling practically the same products at essentially the same prices at about the same cost, the only real source of sustainable competitive advantage is the sales channel: how you sell, not what you sell. Selling becomes a question of how to connect products with customers via the best mix of sales channels: the sales force, value-added partners, distributors, retail stores, telemarketing, and the Internet. In short, how companies sell has become as important as what they sell. The Channel...



READ ONLINE
[2.64 MB]

Reviews

I just began looking over this pdf. It is one of the most amazing pdf i have study. I discovered this book from my dad and i recommended this pdf to understand.

-- **Merritt Kilback II**

Good e book and useful one. I have got read and that i am confident that i will likely to go through once more again later on. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- **Angela Blick**