Principles Of Marketing Channel Management: Interorganizational Distribution Design And Relations

Bruce E Mallen


1. Introduction - Annals EAS Amazon.in - Buy Principles of Marketing Channel Management: Interorganizational Distribution Design and Relations book online at best prices in India on .

Distribution channels are a set of interdependent organizations that help make a product available for use or consumption by the consumer or business user. Most producers use intermediaries to bring their products to market. They try to develop a distribution channel (marketing channel) to do this. A distribution channel is a set of interdependent organizations that help make a product available for use or consumption by the consumer or business user. Channel intermediaries are firms or individuals such as wholesalers, agents, brokers, or retailers who help move a product from the producer to the consumer or business user.