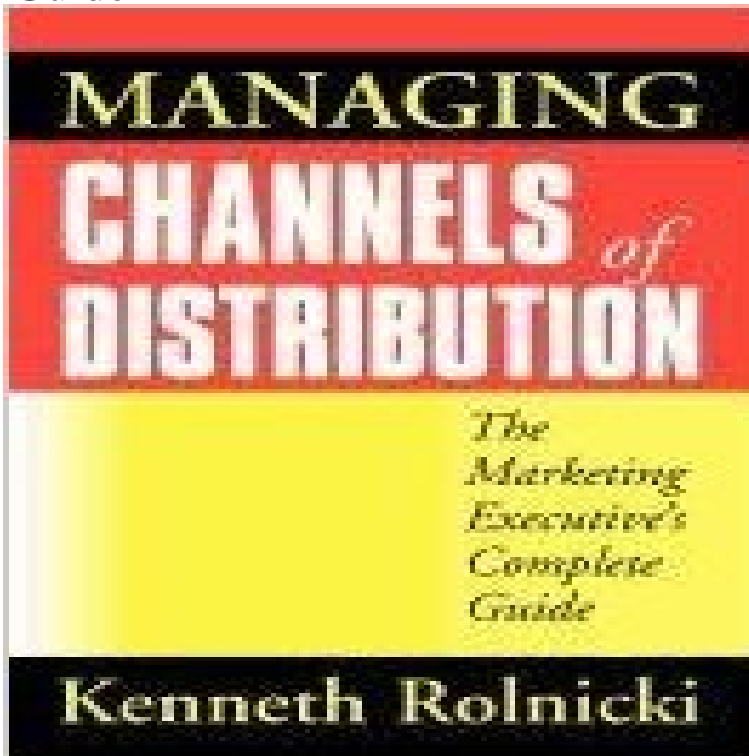


Managing Channels of Distribution: The Marketing Executives Complete Guide



Channels of distribution is one of the hottest areas in marketing and sales today. And no one understands the subject better than Ken Rolnicki! *Managing Channels of Distribution* supplies a much-needed source of knowledge and expertise that professionals can rely on. Based on case studies and real-life experience, the book explains the complexities of managing multiple channels -- distributors, dealers, manufacturers reps, VARs, private labels, brokers, wholesalers, retailers, and all the rest. In the process, Rolnicki explores both macro and micro business influences that affect channel effectiveness. Special attention is paid to the frustrating areas of channel power and conflict, the dangerous issue of legalities, and the most critical topic of all -- the channel design sequence.

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