

The managers guide to distribution channels

In today's every penny counts, globally competitive business arena, effective management of distribution channels is vital to a firm competitive success. The managers guide to distribution channels examines how todays most importance corporations are literally rewriting the roles for channel management and redesign their distributions strategies to take full advantage of ongoing technological and operational innovations.

Filled with market proven tools and techniques for creating and managing channels that work in sync with your channel partners and end users, this real world gidebook will show how to: satay on top changes in how customers want to buy and receive you product and evaluete your channel in step by step process.

