

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 today's most innovative corporations are literally rewriting the roles for channel management and redesign their distribution 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 guidebook will show how to : stay on top changes in how customers want to buy and receive your product and evaluate your channel in step by step process.

