

[Books] Marketing Channel Management A Customer Centric Approach

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Unprecedented upheavals in routes-to-market are challenging businesses of all types. Products are becoming

Marketing Channel Management - Russell W. McCalley - 1996

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Marketing Channel Management - Pingali Venugopal - 2001-12-14

In this timely book, Pingali Venugopal provides a balanced presentation of the conceptual and implementation aspects of channel management. Professor Venugopal integrates channel management decisions with advertising and sales functions to develop non-conflicting and non-overlapping routes to satisfy the requirements of consumers. Replete with real-life examples and case studies, it provides carefully developed frameworks for the Indian market. Planning exercises are included at the end of each chapter, which practitioners can apply to their specific situations.

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Marketing Channels - Bert Rosenbloom - 2012-07-25

Marketing Channels: A Management View, a market leader, is known to provide a management focus and managerial framework to the field of marketing channels. Theory, research, and practice are covered thoroughly and blended into a discussion that stresses decision making implications. This new edition reflects global, socio-cultural, environmental, and technological changes that have taken place within the industry. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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Marketing Channel Strategy: An Omni-Channel Approach is the first book on the market to offer a completely unique, updated approach to channel marketing. Palmatier and Sivadas have adapted this classic text for the modern marketing reality by building a model that shows students how to engage customers across multiple marketing channels simultaneously and seamlessly. The omni-channel is different from the multi-channel. It recognizes not only that customers access goods and services in multiple ways, but also that they are likely doing this at the same time; comparing prices on multiple websites, and seamlessly switching between mobile and desktop devices. With the strong theoretical foundation that users have come to expect, the book also offers lots of practical exercises and applications to help students understand how to design and implement omni-channel strategies in reality. Advanced undergraduate and graduate students in marketing channels, distribution channels, B2B marketing, and retailing classes will enjoy acquiring the most cutting-edge marketing skills from this book. A full set of PowerPoint slides accompany this new edition, to support instructors.

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Strategic Marketing Channel Management - Bowersox - 2004-01-01

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Transforming Your Go-to-market Strategy - V. Kasturi Rangan - 2006

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Sales and Marketing Channels - Julian Dent - 2018-04-03

Unprecedented upheavals in routes-to-market are challenging businesses of all types. Products are becoming services, online and offline channels are integrating, and new distribution channels are dictating terms to producers. The third edition of Distribution Channels re-positions itself as Sales and Marketing Channels, placing market access at the heart of business and marketing strategy. This global bestseller delivers a rational economic framework to analyze, plan and manage profitable channels to market. It addresses emerging business models and buying behaviours with practical steps, ensuring maximum leverage of channel partners at every stage of the go-to-market process. Sales and Marketing Channels, a fully-revised third edition, takes a multi-sector approach with an entire new series of specialist sections for application to any business. This efficient structure extracts tangible commercial value from partner relationships, integrating innovative case studies like AirBNB, the largest seller of rooms without ownership of any; Transferwise, the peer-to-peer Forex; plus the rise of online retailers like Amazon and ASOS versus the decline of traditional stores like Macy's or BHS. Updates include the impact of cloud technology, advancing consumer channels, monetizing the distribution of intellectual property and the evolving 'gig economy', led by Uber and Deliveroo. Often referred to as the "Place" P in the marketing mix, this book and its host of downloadable resources are an essential toolkit for strategizing new and existing routes to market.

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Principles of Marketing Channel Management - Bruce E. Mallen - 1977-01-01

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Marketing Channel Strategy - Robert W. Palmatier - 2016-06-03

For advanced undergraduate and/or graduate-level courses in Distribution Channels, Marketing Channels or Marketing Systems. Marketing Channel Strategy shows students how to design, develop, maintain and manage effective relationships among worldwide marketing channels to achieve sustainable competitive advantage by using strategic and managerial frames of reference. This program will provide a better teaching and learning experience—for you and your students. Here's how: Bring Concepts to Life with a Global Perspective: Varied topics are covered, bringing in findings, practice, and viewpoints from multiple disciplines. Teach Marketing Channels in a More Flexible Manner: Chapters are organized in a modular format, may be read in any order, and re-organized. Keep your Course Current and Relevant: New examples, exercises, and research findings appear throughout the text.

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The Channel Advantage - Tim Furey - 2012-05-23

'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 Advantage' explains how leading companies develop strategies that integrate e-commerce, telemarketing, sales forces, and distributors to achieve superior sales performance and sustainable competitive advantage. Timothy R. Furey is chairman, CEO and co-founder of Oxford Associates, a privately held consulting firm specializing in sales and market strategy, e-commerce channel integration and market research, based in Bethesda, Maryland. Oxford has achieved an annual growth of more than forty percent since its creation in 1991 and was named one of America's 500 fastest growing private companies by Inc. Magazine in 1997. Furey, a pioneer in the use of hybrid sales and marketing strategies for blue chip companies, works extensively with senior management leadership teams to develop and implement go-to-market growth strategies. His clients include IBM, American Express, Marriott, Xerox, Fidelity Investments, Bristol-Myers Squibb, and Johnson & Johnson. Under his leadership, Oxford Associates has developed leading-edge strategies, business processes and systems for deploying and integrating multi-channel sales and marketing systems. They work to align products with the right customers via an appropriate mix of the Internet, telesales, distributors, value-added partners, and traditional sales force channels. Mr. Furey is the co-author of THE CHANNEL ADVANTAGE (Butterworth-Heinemann, August 31, 1999), which is endorsed by the CEOs of America Online, Lotus Development, Ocean Spray, and Xerox. Mr. Furey also serves on the Board of Directors of Alpha Industries (Nasdaq:AHAA), a leading semiconductor manufacturer for wireless telephone applications. Previously, Mr. Furey worked with Boston Consulting Group, Strategic Planning Associates, Kaiser Associates and the Marketing Science Institute. He earned a BA in Economics, cum laude, from Harvard University and an MBA from the Harvard Business School. Lawrence G. Friedman is an internationally recognized channel strategy consultant whose clients have included companies such as Lotus, AT&T, Canon, Compag Digital Equipment, Microsoft and Bell Atlantic. He also held executive level positions at Andersen Consulting and Huthwaite, Inc., the sales research firm that developed the SPIN Selling Model. In 1996, Friedman, with Neil Rackham and Richard Ruff, co-authored the best-seller, GETTING PARTNERING RIGHT (McGraw-Hill). He is on the review board of the Journal of Selling and Major Account Management, which published his article, Multiple Channel Sales Strategy, in the April, 1999 issue. His firm, The Sales Strategy Institute, works with clients to identify and evaluate new go-to-market opportunities and conducts in-depth channel strategy workshops and seminars. Mr. Friedman is a frequent guest speaker and lecturer on sales and channel strategy throughout the United States, Europe and Asia. Mr. Friedman earned an MA from the University of Chicago.

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Channel Management - Patrick Forsyth - 2002-04-03

Fast track route to effective channel management Covers key channel management techniques, from deciding the mix and ensuring customer focus monitoring performance and channel innovation Examples and lessons from benchmark companies, including Sharp and Sanwa and ideas from the smartest thinkers Includes a glossary of key concepts and a comprehensive resources guide ExpressExec is a unique business resource of one hundred books. These books present the best current thinking and span the entire range of contemporary business practice. Each book gives you the key concepts behind the subject and the techniques to implement the ideas effectively, together with lessons from benchmark companies and ideas from the world's smartest thinkers. ExpressExec is organised into ten core subject areas making it easy to find the information you need: 01 Innovation 02 Enterprise 03 Strategy 04 Marketing 05 Finance 06 Operations and Technology 07 Organizations 08 Leading 09 People 10 Life and Work ExpressExec is a perfect learning solution for people who need to master the latest business thinking and practice quickly.

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The Manager's Guide to Distribution Channels - Linda Gorchels - 2004-04-16

Author Linda Gorchels gives a seminar on Distribution Channels twice a year through the Executive Education Department at the UW-Madison. She has been experiencing an increased need for more information in this area from both students and beyond. In response to this solid demand for current information, Linda is proposing The Manager's Guide to Distribution Channels. Many firms today are making strategic changes or tactical changes or both to their distribution channels. Companies like Avon, Dell Wal-Mart, and Honeywell have made major strategic channel decisions in the past few years. Mistakes in distribution decisions cost companies money. For example, Huffy Bikes made a mistake on channel selection a few years ago which cost them USD5 million. The Manager's Guide to Distribution Channels is intended for distribution managers, channel managers, and sales and marketing executives who desire explicit tools to help them with the job of managing their "go to market" strategies. Channel management and supply chain management have become increasingly important components of a firm's competitive edge, resulting in an intensified interest in the topic.; The book will provide self-assessment tools and action steps that take the general information from competing books to a higher level of practical detail. Part One will enable channel managers to refine their understanding of the conceptual role of channels and channel structure. Part Two will provide a framework for channel strategy with checklists and reflection points for key issues. Part Three will provide a toolkit of step-by-step instructions for targeted activities to help channel managers with the ongoing management of the distributor relationship. In McGraw-Hill's quest to fill the information need in professional education and training, this book will be well received in the many program and universities that offer courses and training in distribution channels.

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Channel Strategies and Marketing Mix in a Connected World - Saibal Ray - 2019-12-14

This book aims to revisit the "traditional" interaction between channel strategies and the marketing mix in a connected world. In particular, it focuses on the following four dimensions in this context: Consumers, Products, Value Proposition and Sustainability. Keeping in mind the growing digitalization of business processes in the retail world and the move towards omni-channel retailing, the book introduces the state-of-the-art academic and practitioner studies along these dimensions that could enhance the understanding of the potential impact that new technologies and strategies can have on practice in the near future. When launching a new product/service to market, firms usually consider various components of the marketing mix to influence consumers' purchase behaviors, such as product design, convenience, value proposition, promotions, sustainability initiatives, etc. This mix varies depending on the specific channel and consumer niche that the firm is targeting. But this book shows how channel strategy also influences the effectiveness in utilizing the marketing mix to attract potential customers.

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Kellogg on Marketing - Dawn Iacobucci - 2001-06-18

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Marketing Channel Development and Management - Russell W. McCalley - 1992

This book asks marketing managers at all levels to think of the whole marketing channel as the arena for exercising their management skills. These essential skills are identified and organized into methods and processes for marketing management to employ both internally and externally to the far ends of the marketing channel. The entire scope of marketing management tasks are presented in a practical, understandable, and usable progression of activities. Management actions start with the development of a structure for physical distribution and proceed to the creation of marketing programs, thoroughly embracing the elements of the marketing mix which McCalley identifies as products, prices, marketing programs and people. The concept of a marriage between products and the markets into which they are to be marketed makes this author's approach to marketing unique in its applicability to practical marketing management.

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Mobile Marketing Channel - Mahmud Akhter Shareef - 2016-04-23

This book attempts to address, explore, and conceptualize the epistemological paradigms of SMS as an alternative marketing channel or in combination with other existing traditional channels. It promotes a multichannel strategy in the light of synthesized marketing distribution, consumer behavior, and information and communication technology (ICT)-related behavioral theory to develop, establish, and launch a guiding theory and practice for this emerging area. Usage of mobile phones and hand-held wireless devices is growing and diffusing so quickly that 21st century marketing managers find a great potential for this wireless channel to be the most effective media for maintaining a consumer relationship that provides the highest quality service. The emergence of SMS-based direct marketing as a distinct channel or embedded with other channels is characterized by several issues, challenges, barriers, and limitations. This book examines and postulates the following interrelated issues related to wireless marketing (particularly the SMS-based marketing channel): (i) Consumer behavior for mobile phone SMS – perception, exposure, and attention; (ii) Consumer attitudes toward SMS-based marketing channels; (iii) The scope of SMS to meet consumer service output demands from an online channel; (iv) Consumer selection criteria for mobile phone SMS channel structure; (v) Mobile channel structure as an efficient and effective consumer interaction mode; and (vi) Consumer multichannel behavior. It is important to use the SMS-based mobile channel as a radical tool of interactive marketing and seamless service marketing, as there is the opportunity to maximize, until now, unutilized benefits of this efficient and popular direct marketing channel.

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Getting Multi-Channel Distribution Right - Kusum L. Ailawadi - 2020-04-14

Getting Multi-Channel Distribution Right provides a comprehensive treatment of modern distribution strategy that is analytically solid, clearly written, and relevant for managers as well as MBA and executive MBA students, and the professors who train them. It covers concepts, metrics, tools, and strategic frameworks for managing distribution in physical and digital channels. Focusing on the challenges of managing multiple channels of distribution in an evolving marketplace—rather than the process of designing a distribution channel from scratch—it leans more heavily on metrics and tools and incorporates perspectives from academic research, as well as in-depth case studies from marketing and general management practice. Introduces an organizing framework of pull and push marketing for how suppliers work together with their channel partners Integrates across physical and digital, independent and company-owned, routes to market Maps the functions of traditional and newer intermediaries in the channel ecosystem and identifies the root causes of conflict between them Provides tools and frameworks for how much distribution coverage is required and where Shows how product line, pricing, trade promotions, and other channel incentives can help to coordinate multiple channels and manage conflict Illustrates how push and pull metrics can be combined into valuable dashboards for identifying positive feedback opportunities and sustaining the channel partnership With the help of Getting Multi-Channel Distribution Right you'll discover how to successfully develop, execute, and adapt distribution strategy to the evolving marketplace.

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Introducing Marketing - John Burnett - 2018-07-11

"Integrated Marketing" boxes illustrate how companies apply principles.

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Analysis of selected aspects of the multi-channel management and the international distribution system - Mary Joy Fernandez - 2007-09-24

Inhaltsangabe:Introduction: In the current time, there is no area in life that is not subject to change. Even within the distribution, changes have taken place in the course of the years. One significant factor of change in the distribution is the introduction of multiple distribution channels the multi-channel management. The term multi-channel is not new, but for all that it has gained of importance for companies. This statement is valid for

programmes. single-channel distribution, which was more practiced in the past. Multi-channel management has become a significant issue when coming to the distribution of goods and the market development. Thereby, factors such as the attitude of the competition, the internal development of the company and especially the consumer behavior have determined the enhancement of its importance. Moreover, the development of information and communication technology has led to the introduction of new distribution channels, as e.g. the internet, next to the traditional channels which are the mail order business or the stationary distribution channels among others. The demand for companies offering different purchasing ways respectively channels has been increasing. The reason for this development is the fact that consumers have recognized the variety of ways they are able to choose in order to acquire a product. This involves that consumers set high value on the distribution channels offered by the companies. The increased consumer demand cannot be only noticed in Germany but also in the international context. As a consequence companies have been forced to modify their distribution strategies in order to be able to fulfill the consumer needs and thus assuring the customer retention further on. But the multi-channel distribution is not only a necessity. On the other hand it is linked with additional possibilities for companies. For instance, they can achieve cost advantages such as the increase of the total revenue. The management of parallel running channels is not as easy as one might think and in addition, a multi-channel management bears some risks. These two aspects lead to the necessity that the companies have to be engaged in the involvement of distribution channels, in the arrangement of the channel mix as well as in the coordination of the multi-channel system. It always has to be stressed that the []

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Marketing Channels - Lou E. Pelton - 1998-01-01

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Toward Cross-Channel Management - Thomas Rudolph - 2015-01-01

In the age of cross-channel commerce, successful firms must identify, develop, and implement the right cross-channel services to attract and satisfy their target customers. This book aims to assist multi-channel players to increase their company's performance and enhance their overall value proposition by showing how to select the appropriate cross-channel strategy and how to establish synergies between online and offline channels.

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Strategic Marketing Channel Management - Donald J. Bowersox - 1992

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Marketing Channel Management - Kenneth G. Hardy - 1988

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A Field Guide to Channel Strategy - Anne T. Coughlan - 2016-11-16

Building a route to market is fundamental to sales and survival. This book demystifies marketing channel strategy by focusing on how to do channel design and management. We provide practical tools and frameworks for key decisions and highlight the critical tradeoffs and pitfalls. Many channel strategies are built like the wood towers used in popular stacking games. You hope your tower is sturdy and strong. But over time, you may replace or add partners, add or subtract routes to market, and change your product lines - so your channel strategy must adapt in order to prevent your tower from collapsing or breaking apart. This Field Guide introduces you to the channels landscape, helps you understand your building block options, and unpacks the physics of adding and subtracting channel components, to give you the tools you need to keep your go-to-market strategy resilient, responsive, and a source of competitive advantage.

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Marketing - Gary M. Armstrong - 2020

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Marketing Channel Management - Zallocco -

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A Guide to Sales Management - Massimo Parravicini - 2015-08-18

In many FMCG companies, the challenges for the sales function are to develop effective sales strategies and to deliver excellent sales operations in order to support the achievement of business targets. The purpose of this book is to provide a practical guide to sales management through the analysis of its key components: route to market, sales strategy, key performance indicators, organizational models, sales force management, customer business planning, order to cash, and sales and operations planning. For each of these topics, the content of this book is a balance of theory, practical tips, and useful tools, keeping in mind not only the "what," but also the "how" of the implementation. The reader will learn how to map sales channels, assess a customer base, design a sales strategy, build a sales scorecard, and organize a sales team's frontline and back office. The book also covers how to structure trade category plans, customer business plans, and customer negotiation plans and how to optimize the sales team's contribution to the company's key fundamental processes. It concludes with an overview of the future challenges of sales management.

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Toward Cross-Channel Management - Thomas Rudolph - 2014-12-16

New digital devices enable consumers to ubiquitously access the Internet and inspire them to switch between online and offline channels when shopping - a phenomenon extant research on consumer behavior terms cross-channel shopping. This considerable change in consumer behavior offers great potential for retailers worldwide to strengthen their competitiveness. Today, retail incumbents aspire to integrate their channels to offer compelling switching opportunities among all online and offline channels - an approach we coin cross-channel management. However, addressing cross-channel shoppers may entail a rise in business model complexity which can only be tackled by installing a firm-wide strategic change process. Set against this transformative background, this book offers insight into how firms can overcome said inertia and successfully transform their current channel specific business model to a much more integrated system of online and offline channels. With the help of 71 interviews with top and middle managers in retailing, this book derives a variety of recommendations in the field of cross-channel management for retailers and manufacturers.

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Marketing Management - Rajan Saxena - 2005-06-01

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Marketing - Jon Groucutt - 2004

Marketing: Essential principles, new realities has been researched, developed and written primarily with the undergraduate and diploma-level student in mind. This student-oriented text, with its relaxed and free flowing language, provides the reader with material of a rigorous academic standard. Each chapter follows a set structure that has been designed to encourage discussion and raise issues for consideration and research: introduction; learning objectives; chapter sub headings - key issues; chapter summary; exercises and questions for review and critical thinking. At the end of the book there are additional notes and references to support student learning. Written by authors from both an academic and practitioner background, this new textbook offers an excellent introduction to the subject for the next generation of marketers and business people. FREE CD ROM FOR LECTURERS The authors have created a unique CD ROM containing both lecture presentation slides and essay questions. This is available on request from the publisher. CONTENTS Introduction What is marketing? The business and marketing environment Ethical marketing and social responsibility Buyer behaviour Segmenting, positioning and targeting Marketing research Marketing and strategy Products and brands Price and pricing strategies Promotion part 1 Promotion part 2 People, physical evidence and process Placement, distribution and logistics Marketing across borders: the international dimension Application: bringing the elements together Notes Reference Index Please view more information on this book, including a sample chapter and detailed, full contents at <http://www.kogan-page.co.uk/groucutt>

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Handbook of Research on Distribution Channels - Charles A. Ingene - 2019

Distribution channels are the most complex element of the marketing mix to fully grasp and to profitably manage. In this Handbook the authors present cutting-edge research on channel management and design from analytical, conceptual, and empirical perspectives. The breadth of this Handbook makes it appropriate for use in a doctoral course on distribution channels, or as a knowledge-broadening resource for faculty and researchers who wish to understand types of channels research that are outside the scope of their own approach to distribution.

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Core Concepts of Marketing - John J. Burnett - 2003-06-12

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Marketing Channels - Anne T. Coughlan - 2007-09

Business Marketing - - 2013

Business Marketing - - 2013

Channel Playbook - Evrim U. Uysal - 2017-03-31

Channel Playbook - An Insider Guide To Channel Management- is a practical guide for all channel sales professionals and executives. This book gives you everything about building, developing, measuring, managing and maintaining a sales channel with a very broad approach including game theory, artificial intelligence, new technologies. More than this you can find how to become a profitable channel player and learn how to avoid major mistakes in channel management execution in this book.

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