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The Manager's Guide to Distribution Channels

Linda Gorchels, Edward Marien, Chuck West

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Channel management has become one of the most important components of a firm's competitive strategy, with mistakes often costing companies millions--and channel managers their careers. *The Manager's Guide to Distribution Channels* provides managers and decision makers with proven tools and go-to-market strategies for refining channel strategies and managing distribution relationships. Self-assessment tools combine with realworld cases and examples to give managers a nontheoretical, balanced blend of thought-provoking insights and hands-on tactics.

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