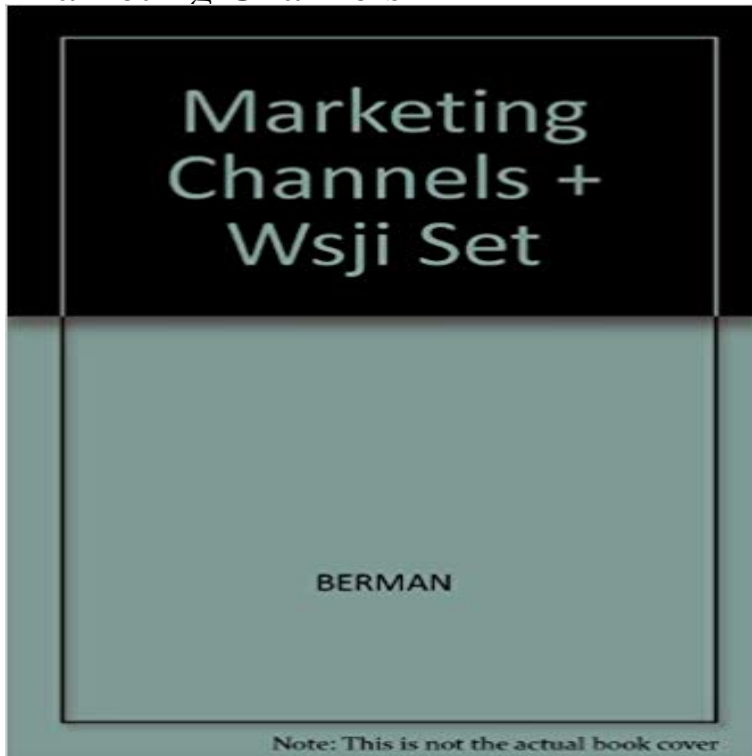


Marketing Channels



This book has a strategic emphasis that focuses on decision making in a changing environment. It presents the latest developments in channels management, including: electronic data interchange, relationship marketing, customer service, wholesaler contacts, parallel importing, legal areas, product recall, recycling, hub-and-spoke distribution, and slotting allowance.

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