



# **Managing Channels of Distribution: The Marketing Executive's Complete Guide**

Kenneth Rolnicki

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## Managing Channels of Distribution: The Marketing Executive's Complete Guide

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Managing Channels of Distribution: The Marketing Executive's Complete Guide Kenneth Rolnicki This resource explains how to create and manage different channels, how to employ the corect use of "channel power", and how to evaluate performance. Each chapter includes case studies which reinforce the practicality of the information, and the steps are given for forming your own channel design.



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