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Autore	Tamilia Robert D. <1943->
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Nota di contenuto	Chapter 1: Introduction -- Chapter 2: Distribution in a Developing Economy: 1850-1900 -- Chapter 3: Distribution Driven by Technology: 1900-1950 -- Chapter 4: Technology Accelerates: 1950 to Present -- Chapter 5: Conclusion: Marketing Education and the Future.
Sommario/riassunto	This book provides a rare historical analysis on the development and importance of marketing channels to Supply Chain Management (SCM) in Northern America. In particular, the book looks at the period 1850 to the present, to understand the evolution, the trends and the current status. It aims to bring back this forgotten area of research, to the mainstream marketing thought process. A general overview of developments in marketing channels will help the reader understand what changes occurred and how some of these changes impacted marketing education and practice. First, the book provides an overview of the historical background of how manufacturing and distribution evolved in the 19th century. Next, the marketing channels and supply chain networks are defined. Then the three time periods within 1850-present are covered. The book explains how supply chain has become prominent in organizations, the movement to non-store retailing and

the omnichannel is discussed to focus on recent developments in distribution. Finally, developments that relate to the academic discipline and implications for the future are examined. The book concludes by describing the relationship between marketing channels and supply chain today, based on historical analysis.
