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Autore	Rolnicki Kenneth
Titolo	Managing channels of distribution : the marketing executive's complete guide / / Kenneth Rolnicki [[electronic resource]]
Pubbl/distr/stampa	New York, : AMACOM, c1998
Descrizione fisica	1 online resource (xxi, 266 p.) : ill. ;
Disciplina	658.8/4
Soggetti	Marketing channels - Management Marketing & Sales Commerce Business & Economics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Pivotal marketing channel concepts -- Channel design sequence -- Marketing channel macroinfluences and internal variables -- Competitive analysis and strategy -- Discovering customer satisfaction requirements -- Channel selection criteria -- Eagles don't flock : locating channel member candidates -- Channel candidate enticements and inducements : business policies that bond your channel to you -- Channel management and communication -- Channel conflict and power -- Channel of distribution motivational concepts and processes -- Legalities -- New and different channel forms and trends.
Sommario/riassunto	This "channelmaster's" handbook explores all the macro and micro business influences that affect channel management efficiency, the frustrating areas of channel power and conflict, the potentially dangerous issue of legalities (with an entire chapter devoted to antitrust concerns), and, most importantly, the channel design sequence. From basic concepts such as what the various channels of distribution are and why you use them to intricate issues like channel selection criteria, market coverage strategies, and channel candidate enticements, Managing Channels of Distribution gives you all the information you need to plan, implement, and manage a successful channel of distribution network.

