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| Descrizione fisica | 1 online resource (104 p.) |
| Collana | Diplomarbeit |
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| Soggetti | Distribution (Economic theory) |
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| Nota di bibliografia | Includes bibliographical references. |
| Nota di contenuto | Analysis of selected aspects of the multi-channel management and the international distribution system; Table of Contents; List of Abbreviations; List of Figures; List of Tables; 1 Introduction; 2 Basics of the Distribution Policy; 3 The Multi-Channel Management; 4 The international marketing within the scope of the multi-channel management; 5 Conclusion and Outlook; Bibliography |
| Sommario/riassunto | HauptbeschreibungIn the current time, there is no area in life that is not subject to change. Even within the distribution, changes have taken place in the course of the years. One significant factor of change in the distribution is the introduction of multiple distribution channels - the multi-channel management. The term multi-channel is not new, but for all that it has gained of importance for companies. This statement is valid for companies in the national as well as in the international fields. It has, more or less, substituted the meaning of a single-channel distribution, whic |