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Nota di contenuto	pt. I. The structure of vertical relationships -- pt. II. Managing channel relationships -- pt. III. Marketing channel evolution.
Sommario/riassunto	Retailer's buying power has significantly increased in recent years as a result of a process of market concentration. As vertical relationships in marketing channels have strengthened their influence over the shape of the industry, the producer-distributor relationship has become more central to an understanding of both marketing practice and the conduct and performance of consumer goods industries. This comprehensive and detailed book covers the theory and practice of national and international retail and marketing channels. It provides a structural overview of the producer-distribut

