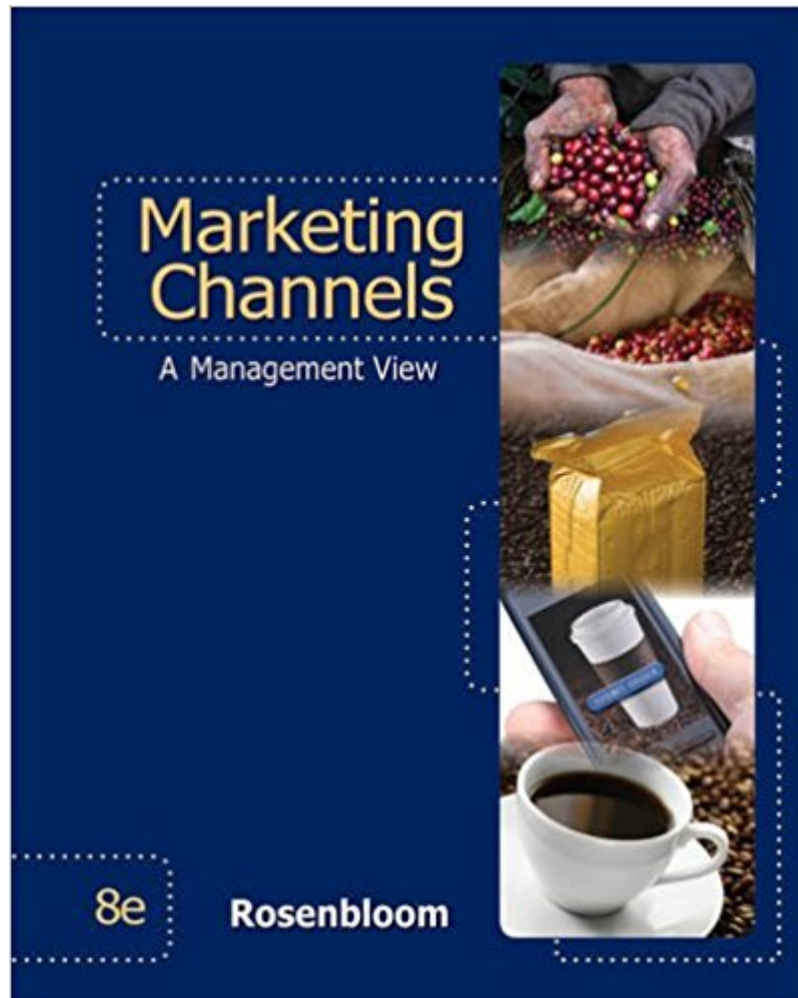




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Marketing Channels



Synopsis

Marketing Channels: A Management View, a market leader, is known to provide a management focus and managerial framework to the field of marketing channels. Theory, research, and practice are covered thoroughly and blended into a discussion that stresses decision making implications. This new edition reflects global, socio-cultural, environmental, and technological changes that have taken place within the industry.

Book Information

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"The material is well organized and is well written with a very logical flow. I do not have to 'decipher' what the author is trying to say. I could quickly and easily read it and build a lecture around it." -- Stephanie Bibb, Chicago State University
"The content is exactly on target and follows a logical, organized flow - the primary reasons for adopting this text." -- Jeffrey Hittler, Indiana University

Bert Rosenbloom earned his Ph.D. at Temple University. He currently is a professor of marketing and Rauth Chair in Electronic Commerce in the LeBow College of Business, Drexel University, and editor of the Journal of Marketing Channels. He has served on the editorial boards of several publications including the Journal of Consumer Marketing, Journal of the Academy of Marketing Science, and Journal of International Consumer Marketing. Dr. Rosenbloom also serves on the ad hoc review boards of the Journal of Marketing Research, Journal of Marketing, and Journal of Retailing. He is former president of the International Management Development Association and

former vice president of the Philadelphia Chapter of the American Marketing Association. Dr. Rosenbloom is a past member of the Board of Governors of the Academy of Marketing Science. Dr. Rosenbloom is a leading expert on the management of marketing channels and distribution systems and the author of 10 books and more than 100 articles. His book *Marketing Channels: A Management View*, now in its sixth edition, has been the leading college textbook on marketing channels for over two decades. His book *Marketing Functions and the Wholesale Distributor* has been acclaimed in the wholesaling sector for providing the industry with new concepts and analytical methods to increase productivity in wholesale marketing channels. Dr. Rosenbloom has consulted for a broad range of industries in manufacturing, wholesaling, retailing, communications, services, and real estate in the United States and abroad. He has won two teaching awards.

I can't remember keeping a book after passing a class, but this is one of the few exceptions. The information the author provides is clear, and interesting! I enjoyed learning how different companies move products and all the complicated procedures involved to get items to the final consumer, or other businesses. Also, the real-world examples that are discussed in the cases will not change often, the only issue is the companies that are presented may have gone bankrupt. It may seem like common sense after reading, but many people would never think of how many of the concepts discussed in the book are used in the real world. I recently graduated with a BS, and feel I learned the most from this book than any one I read in the past. If you are interested in logistics and/or marketing, this will probably be the most useful source of information you will need.

Marketing channel worked very well for me. is really great to purchase from. Thanks

Product is exactly what I need, the condition of the rental wasn't as good as i expected but that doesn't bother me too much.

Good book, came late

awsome

I'm a student at Strayer University and I needed this book for my Business Logistics Class. It was great to find this book at a reasonable price and I love the fact that I received it on time. Thanks for providing me with fast and accurate service.

Arrived quickly and accurately!

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