



Marketing Channels: A Management View

By Bert Rosenbloom

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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, and technological changes that have taken place within the industry.

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Editorial Review

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Part I: MARKETING CHANNEL SYSTEMS. 1. Marketing Channel Concepts. 2. Marketing Channel Participants. 3. The Environment of Marketing Channels. 4. Behavioral Processes in Marketing Channels. Part II: DEVELOPING THE MARKETING CHANNEL. 5. Strategy in Marketing Channels. 6. Designing Marketing Channels. 7. Selecting Channel Partners. 8. Target Markets and Channel Design Strategy. Part III: MANAGING MARKETING CHANNELS. 9. Motivating the Channel Members. 10. Product Issues in Channel Management. 11. Pricing Issues in Channel Management. 12. Promotion in Marketing Channels. 13. Logistics and Supply Chain Management in Marketing Channels. 14. Evaluating Channel Member Performance. Part IV: ADDITIONAL PERSPECTIVES ON MARKETING CHANNELS. 15. Online Channel Systems and Management. 16. Franchise Marketing Channels. 17. Marketing Channels for Services. 18. Global Marketing Channels. Part V: CASES.

About the Author

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.

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