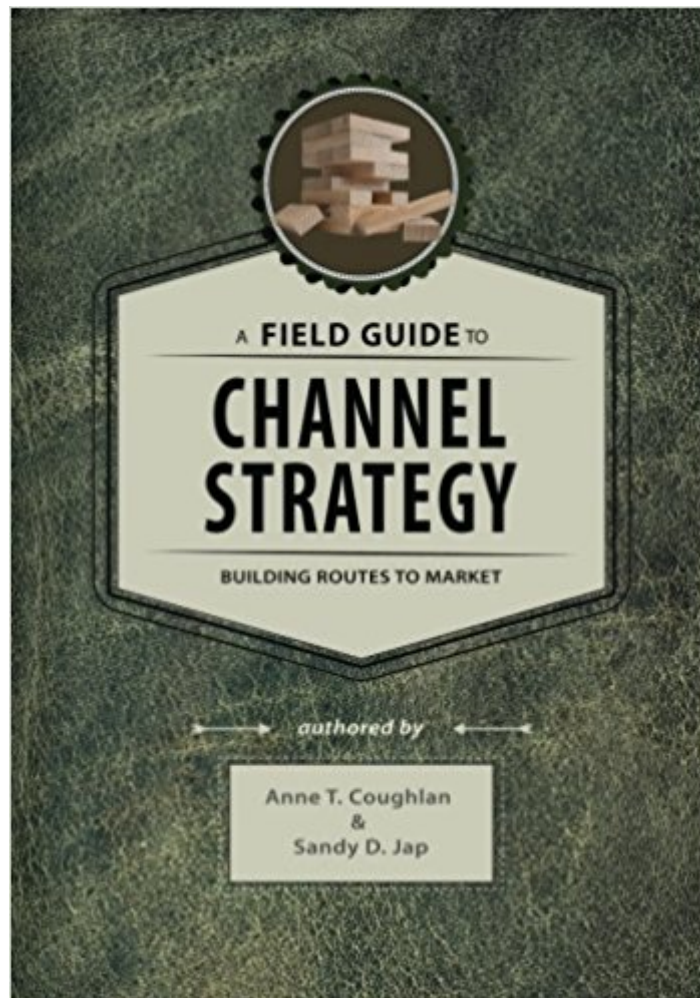




Ebook Directory
the best source of ebook

The book was found

A Field Guide To Channel Strategy: Building Routes To Market



Synopsis

Building a route to market is fundamental to sales and survival. This book demystifies marketing channel strategy by focusing on how to do channel design and management. We provide practical tools and frameworks for key decisions and highlight the critical tradeoffs and pitfalls. Many channel strategies are built like the wood towers used in popular stacking games. You hope your tower is sturdy and strong. But over time, you may replace or add partners, add or subtract routes to market, and change your product lines - so your channel strategy must adapt in order to prevent your tower from collapsing or breaking apart. This Field Guide introduces you to the channels landscape, helps you understand your building block options, and unpacks the physics of adding and subtracting channel components, to give you the tools you need to keep your go-to-market strategy resilient, responsive, and a source of competitive advantage.

Book Information

Paperback: 206 pages

Publisher: CreateSpace Independent Publishing Platform; 1 edition (November 16, 2016)

Language: English

ISBN-10: 1539987744

ISBN-13: 978-1539987741

Product Dimensions: 7 x 0.5 x 10 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 1 customer review

Best Sellers Rank: #114,345 in Books (See Top 100 in Books) #12 in [Books > Business & Money > Management & Leadership > Distribution & Warehouse Management](#)

Customer Reviews

Anne T. Coughlan is the Polk Bros. Chair in Retailing, and Professor of Marketing, at the Kellogg School of Management at Northwestern University. She has been at Kellogg since 1985. Her research interests are in the areas of distribution channel management and design; sales force management and compensation; pricing to end-users and through the channel; and competitive strategy. She has worked with dozens of companies on these issues over the years, and is the Academic Director of the Distribution Channel Strategies program at Kellogg's Allen Center for Executives. Her writings include many academic articles as well as business cases and books. She has been on the editorial boards of several leading journals and is the Editor of Social Science Research Network's Marketing e-Journals. She also taught at the University of

Rochester's business school (1981-85) and INSEAD (1997-98). She earned a Ph.D. in Economics from Stanford University. She enjoys family, travel, and growing exotic plants from around the world in her greenhouse. Sandy Jap is Professor of Marketing at the Goizueta Business School at Emory University. She joined the school in 2001 and was a co-founder of the Emory Marketing Analytics Center (MAC). Her research centers on the development and management of interorganizational relationship and multichannel strategy as well as e-procurement design of industrial reverse auctions. She has won numerous awards for her impact on the field and her research efforts have been conducted in a number of industries, including the aerospace, automotive, chemical, petroleum, high-tech and consumer product industries. Her work has received significant attention from the academic community and the marketplace, and she is the author of *Partnering with the Frenemy*. She is an editorial board member at leading marketing journals and serves as President of the American Marketing Association's Foundation and is on their Board of Directors. She was on the faculty at the Sloan School of Management at the Massachusetts Institute of Technology from 1995-2001 and was a visiting Associate Professor of Marketing at the Wharton School at the University of Pennsylvania. She received her Ph.D. from the University of Florida (Go Gators!), and enjoys life with her kids. Tennis, red wine, and New England summers come in a very close second.

Anne is such a expert in this subject. Reading this book make me feels like watching one of her classes. Best book about channel management you will find.

[Download to continue reading...](#)

A Field Guide to Channel Strategy: Building Routes to Market Transforming Your Go-to-Market Strategy: The Three Disciplines of Channel Management Magic The Gathering: Rules and Getting Started, Strategy Guide, Deck Building For Beginners (MTG, Deck Building, Strategy) Channel Playbook: An Insider Guide To Channel Management Insight Guides Channel Islands (Insight Guide Channel Islands) Investing for Beginners: An Introduction to the Stock Market, Stock Market Investing for Beginners, An Introduction to the Forex Market, Options Trading Applied Channel Theory in Chinese Medicine Wang Ju-Yi's Lectures on Channel Therapeutics The Shell Channel Pilot: South Coast of England, the North Coast of France and the Channel Islands The Shell Channel Pilot: South Coast of England, North Coast of France, Channel Islands Channel Islands (Insight Guides Channel Islands) World Cruising Routes: 7th edition: 1000 Sailing Routes In All Oceans Of The World (World Cruising Series) Cycling Michigan 25 of the Best Bike Routes in Western Michigan: 25 Of the Best Bike Routes in Western Michigan Snowshoe Routes: Washington

(Snowshoe Routes Washington) Consumer Behavior: Building Market Strategy Marketing Channel Strategy Magic the Gathering Strategy and Deck Building Tips: A Complete Guide to Building a Magic Deck that Wins! Field Guide to Binoculars and Scopes (SPE Field Guide Vol. FG19) (Apie Field Guides) Magic The Gathering: Deck Building For Beginners (MTG, Deck Building, Strategy) Building Green, New Edition: A Complete How-To Guide to Alternative Building Methods Earth Plaster * Straw Bale * Cordwood * Cob * Living Roofs (Building Green: A Complete How-To Guide to Alternative) A Field Guide to Western Reptiles and Amphibians: Field marks of all species in western North America, including Baja California (Peterson Field Guides(R))

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)