

## Marketing Channels A Management View 8th Edition

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A marketing channel is a means of reaching customers with products and services. This includes both the process of selling to customers and delivering the product or service to them. It is common for firms to use multiple marketing channels often with different strategies for each region they serve.

### 7 Types of Marketing Channel - Simplicable

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A marketing channel is a useful tool for management, and is crucial to creating an effective and well-planned marketing strategy. Another less known form of the marketing channel is the Dual Distribution channel.

### Marketing channel - Wikipedia

While channel marketing is usually applied to products, it can also be used to market ideas and services. Marketing channels help organizations expand their reach and their revenue. However, each marketing channel will offer a different combination of coverage and performance, and so they may be used in combination.

### What is Channel Marketing? | Distribution | Systems

Bert Rosenbloom, Marketing Channels: A Management View, India: Cengage Learning Publications, 2013, 660 pp. (paperback) ISBN: 978-81-315-1842-7. Book Review: Bert Rosenbloom, Marketing Channels: A Management View - Ajay Bansal, 2015