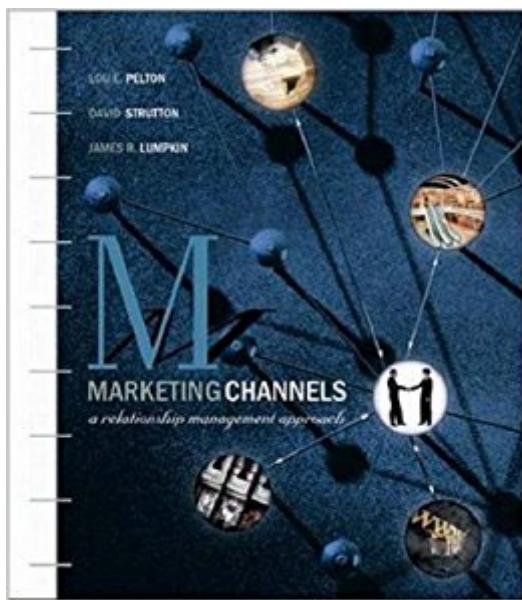


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Marketing Channels: A Relationship Management Approach



Synopsis

This is the first text to use the relationship marketing perspective in the channels course. The authors have created a Channels Relationship Model (CRM), which is the guiding framework of the book. This book is a combination of text, cases, and readings. It contains coverage of global and ethical issues. Careful attention is paid to the pacing of material throughout the semester.

Book Information

Series: McGraw-Hill Graphics Series

Hardcover: 544 pages

Publisher: McGraw-Hill/Irwin; 2 edition (August 24, 2001)

Language: English

ISBN-10: 0072895128

ISBN-13: 978-0072895124

Product Dimensions: 8 x 1.1 x 9.4 inches

Shipping Weight: 2.3 pounds

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Best Sellers Rank: #298,690 in Books (See Top 100 in Books) #177 in Books > Business & Money > Marketing & Sales > Marketing > Multilevel #497 in Books > Textbooks > Business & Finance > Marketing #638 in Books > Business & Money > Marketing & Sales > Advertising

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