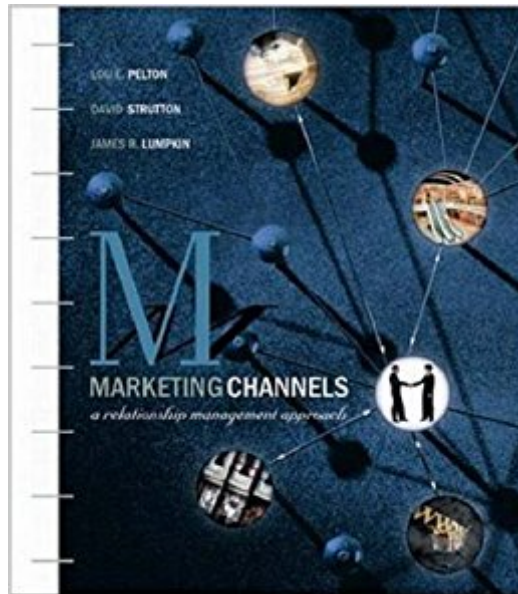




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Marketing Channels: A Relationship Management Approach



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

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