



# Distribution Channels: Understanding and Managing Channels to Market

*Julian Dent*

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## **Distribution Channels: Understanding and Managing Channels to Market** Julian Dent

Using numerous real-life examples, *Distribution Channels* explores the chain that makes products and services available for market and explains how to make the most of each step of the process. By defining the role and significance of the various partners involved, including distributors, wholesalers, final-tier channel players, retailers and franchise systems, the text provides a clear understanding of the entire go-to-market process, whilst also explaining channel partners' business models and how to engage with them for effective market access.

*Distribution Channels* covers both the tactical and strategic dimensions of channel economics as well as containing information on accessing and servicing markets and customers, controlling brands, integrating web and online channels, building the value proposition and creating differentiation.

Comprehensive and clear, this book provides you with the knowledge needed to improve your business model to ensure maximum market exposure and successful product delivery.

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