

Channel Management

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About this Publication:

This revised and updated second edition of Channel Management (previously titled Distribution Management) focuses on the basics of product distribution as part of the marketing mix and explains the choices and strategies involved in choosing distribution channels.

The second edition of Channel Management clearly describes how distribution strategies need to coordinate the activities and aims of the producer or manufacturer and various intermediaries in order to bring products and services to buyers at the right time, at the right place and in the right quantity.

Key Features

- Graphs and tables illustrate and clarify important concepts.
- Case studies of actual businesses demonstrate points discussed in each chapter.
- Each chapter ends with a summary and self-assessment questions to reinforce learning.
- Clear language and layout make the book accessible to diverse readers.

Contents Include:

CHAPTER 1: INTRODUCTION TO DISTRIBUTION CHANNELS
CHAPTER 2: SUPPLY CHAIN MANAGEMENT
CHAPTER 3: A SOUTH AFRICAN PERSPECTIVE ON DISTRIBUTION
CHAPTER 4: UNDERSTANDING CHANNEL DESIGN AND MEMBER
CHAPTER 5: THE ROLE OF LOGISTICS IN DISTRIBUTION
CHAPTER 6: MANAGING THE DISTRIBUTION CHANNEL
CHAPTER 7: BEHAVIOURAL PROCESSES IN THE DISTRIBUTION CHANNEL
CHAPTER 8: ONLINE MARKETING CHANNELS

Of Interest and Benefit to:

Channel Management 2e is aimed primarily at undergraduate students of Marketing and Retail Management. It is also an invaluable resource for entrepreneurs setting up their own businesses.