

Marketing Value Chain

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About this Publication:

Marketing is not a function by itself or a task for just one person – its success depends on several activities in the marketing value chain.

Understanding this value chain is important for companies to stay relevant, and crucial for seeing a return on their investment in marketing. Companies employ and interact with many members of the marketing value chain, and therefore need to be familiar with the relationships between each link in this chain.

Marketing Value Chain is about understanding this value chain, where marketing fits into the chain, and what role marketers play within it.

This edition covers:

- the nature of distribution and its role in the supply chain and marketing
- the concept of value chain marketing
- distribution channels in South Africa
- understanding channel design and channel selection
- functions in the value chain
- behavioural processes in the value chain
- trends in value chain development and online channels
- the supply chain and logistics industry in South Africa
- buyer-supplier relationships.

Contents Include:

- 1: The nature of distribution and its role in the supply chain
- 2: The concept of the value chain and its relation to marketing
- 3: Marketing distribution channel value-adding activities
- 4: Understanding channel design and the selection of channel members
- 5: Functions of the marketing value chain
- 6: Managing business relationships
- 7: Behavioural processes in the value chain
- 8: Online channels and emerging trends in value chain management

Of Interest and Benefit to:

Marketing Value Chain is intended for undergraduate and postgraduate diploma and degree students in Marketing. Entrepreneurs, business and marketing executives, and business consultants will also find this book beneficial.