

Marketing Management Sontakki Free Books

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DESIGNING MARKETING CHANNELS: MULTIPLE MARKETING CHANNELS ...2. Marketing Channels Marketing Channels Are, Formally, Chain Of Interdependent Organizations Whose Role Is To Make Product And Services Available For Users (Kotler, Keller 2006). Basically, Marketing Channels Are The Routes That Products And Services Go Through On Their Way From Producers (manufacturers) To Final Consumers Or Jan 4th, 2022

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