



Marketing Channel Management: People, Products, Programs, and Markets

Russell W. McCalley

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This text is designed to give the reader an understanding of market structures, product and market management, advertising, product promotion, pricing strategies, as well as competitive analysis, forecasting, and business planning. It leads the student to an understanding of what comprises the channel structure and the options available to develop it. The text features examples and illustrations to aid in the understanding of unfamiliar concepts. These are drawn from the world of business which gives this book practical and realistic applications. Important pedagogical features include discussion questions following each chapter and an instructor's manual to aid in the presentation of the material in the classroom (see the Instructor's Manual at <http://www.greenwood.com/mccalley>).

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