

marketing channels pdf

A marketing channel is the people, organizations, and activities necessary to transfer the ownership of goods from the point of production to the point of consumption. It is the way products and services get to the end-user, the consumer; and is also known as a distribution channel. A marketing channel is a useful tool for management, and is crucial to creating an effective and well-planned ...

Marketing channel - Wikipedia

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Digital marketing - Wikipedia

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State of Marketing - salesforce.com

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Reports - marketinggeneral.com

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Nestlé's Marketing Communication to Children Policy

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