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Marketing Channels 7th Edition By Bert Rosenbloom

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About this Item: Prentice Hall, 1996. Hardcover. Condition: Fine. 5th or later Edition. This fifth edition of Marketing Channels shows students how to maintain effective relationships among channel members and how to achieve sustainable competitive advantage by using both strategic and managerial frames of reference.

Marketing Channels by Stern Louis El Ansary Adel Coughlan ...

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