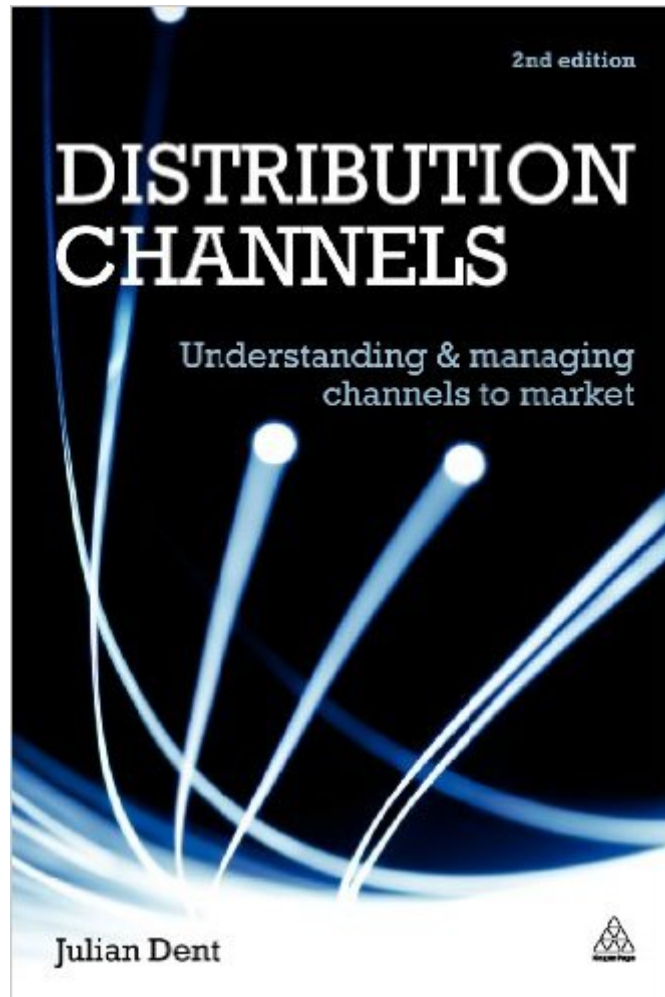


The book was found

Distribution Channels: Understanding And Managing Channels To Market



Synopsis

Understanding marketing distribution business models is critical to business success. With distribution now representing around half of almost every industry's activities, optimizing routes to market has never been so important. Using numerous real-life examples, *Distribution Channels* explores the chain that makes products and services available for market and explains how to make the most of each step of the process. By defining the role and significance of the various partners involved, including distributors, wholesalers, final-tier channel players, retailers and franchise systems, the text provides a clear understanding of the entire go-to-market process, while also explaining channel partners' business models and how to engage with them for effective market access. *Distribution Channels* covers both the tactical and strategic dimensions of channel economics as well as containing information on accessing and servicing markets and customers, controlling brands, integrating web and online channels, building the value proposition and creating differentiation. There are specific sections on the economics of working with Distributors (wholesalers), Final tier trade channel players. Retailers and Franchises, including sections on how to gain and build share with each type of channel, and which business measures to emphasise depending on whether the vendor is a new entrant or a market leader. The section on Franchising, added in the latest edition, provides a rare insight into how large franchise systems work, how to gain access and how to position a supplier to build business with or through a major franchise system. Comprehensive and clear, this book provides the knowledge needed to improve a business model to ensure maximum market exposure and successful product delivery. The book is written for the practitioner in industry, but is rigorous enough to have been adopted as a standard text in several universities teaching marketing and business courses.

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Customer Reviews

This is an excellent summary of all the major principles involved in either running or engaging with a distribution channel. It is remarkable in this age of cost awareness the lack of financial understanding of the channel and the massive impact it can have on the performance of an organisation. This book really helps to identify the main levers that channel managers can pull to improve the performance. It is set out in an easy to understand format and makes it easy to implement some of the basic principles. This should be compulsory reading for all those either working in the channel or engaged with it..

This book is the only one I know that presents information about the distribution business. It is very useful to the people that work in wholesale distributors or that work in the vendors that sell to them. It helps to identify what it is necessary to create a successful company in this area. It can be used as a reference book in courses of Business and Economics to show how important and profitable can be to use distribution channels to address the end user.

If your company sells a product to consumers or other businesses, you'll appreciate this inside view of the channels of distribution. Logistics expert Julian Dent covers the factors that matter most to retailers and wholesalers and explains how suppliers should structure their commercial propositions to appeal to distributors. This is not a casual or breezy read, but an in-depth examination of the ways goods move to market. Dent offers a guide to how distributors operate and lists the major financial indicators they use to track their performance. getAbstract recommends this thorough, instructive manual to distribution professionals and to marketing and sales executives who seek an advanced education about how their products reach their customers.

I don't have much knowledge or information regarding the distribution industry or distribution jargon they use in this aspect of business so this book was great in outlining and summarizing key points in all the different aspects on distribution channels. This book especially helped me increase my business knowledge in marketing channels and addressed my questions regarding the what, why, and how of distribution.

I had spent a few years as Go-To-Market.Channel management consultant in various countries for supplier companies. I've started to read this book last Saturday and couldn't stop. The anecdotes and examples the author mentioned are pretty much touchy and realistic to me.If you're retail manager considering the tactics to develop new channels, if you want to understand why your area manager of your distributor is upset with your BTL marketing plan, read this book. The author Julian Dent provides his experiences and lessons learned from school of hard knocks for inexpensive price. Considering the value and insight from the book, I think the money's well spent.

An excellent book that takes you through the business models of every link in the supply chain. The book helps you understand the customer that you may be trying to sell to and what drives them so you can design your value proposition for a successful business partnership for both parties. Very well written with thorough explanation of industry financial metrics. Worth the investment!

As an attorney who advises and represents suppliers, dealers, distributors, and franchisees, I'm always looking for opportunities to better understand both my client's business model and the way my client fits in to the distribution system as a whole. "Distribution Channels" satisfies both needs. Written primarily from the perspective of (and for the benefit of) the supplier, it offers invaluable insight into: the structure of the distribution system as a whole; the respective roles of individual channel players; the methods for analyzing the performance of distributors and final-tier channel players; and the tools for most efficiently managing these players. While the book is certainly not short on formulas, these technical features are presented without lingering or boring the reader. The technical parts are intermingled with real-world examples (many of which I was at least partially familiar), retaining the reader's attention. Finally, by adopting the same analytical approach at all levels of the channel (from distributors or wholesalers to dealers and retailers), the book's format makes it easy to read, follow, and understand. It is a most worthwhile read, even for those- like me - who work outside of the channel.

This is an outstanding resource presented in an easy-to-read (and refer to) fashion. Far too many businesspeople fail to appreciate the importance of distribution and the attendant channel economics: I have sat in many conferences that opened with "Now, assume we'll get the distribution we need." Assume! Julian Dent shows how to manage (not assume) that process and to do so in a way that is disciplined, measurable, and, ultimately, successful.

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