

Marketing Channel Management: An Instructor's Manual

By Russell W. McCalley

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Appendix C -

Chartered Institute of Marketing. (2006). Channel management W. R., King, K. W., & Russell, J. T. Instructor s manual. Author:

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Distribution Channels | tutor2u -

The main function of a distribution channel is to provide a An example of a direct marketing channel would be a (Distinction) from Bradford Management

Russell W. McCalley (Author of Marketing Channel -

Russell W. McCalley is the author of Marketing Channel Management (3.00 avg rating, 2 ratings, 0 reviews, published 1996), Russell W. McCalley s Followers.

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