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Marketing Channels - Edinburgh Business School
Marketing Channels Dr Lou E. Pelton Is An Award-winning Teacher And Researcher In The College Of Business Administration At The University Of North Texas. Dr Pelton's Principal Research Interests Include Marketing Channels, Relationship Marketing And International Distribution. Mar 1th, 2024.

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Firm Expects To Achieve Its Distribution Objectives For
Its Target Markets. It Focuses On The “place” Variable
In The Four Ps Of Marketing. Channel Strategy Is
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Using Power In Marketing
Channel . 1. Identifying The Available Power Bases 2.
Selecting And Using Appropriate Power Bases . The
Important Findings From The Research Are The Power
Effectiveness In The Marketing Channel Appears To Be
Situation-specific, That The Use Of Power Can Affect
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