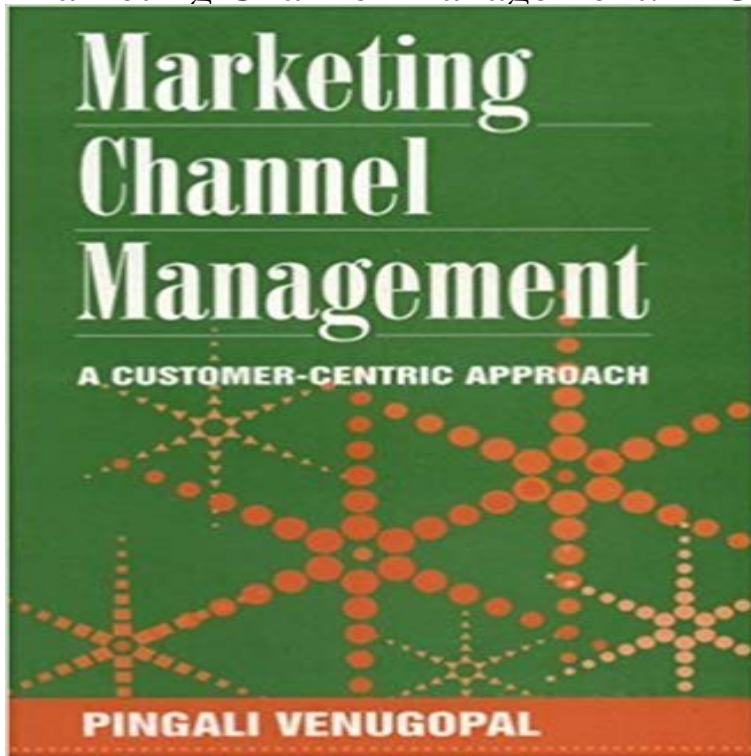


Marketing Channel Management: A Customer-Centric Approach



In this timely book, Pingali Venugopal provides a balanced presentation of the conceptual and implementation aspects of channel management. Professor Venugopal integrates channel management decisions with advertising and sales functions to develop non-conflicting and non-overlapping routes to satisfy the requirements of consumers. Replete with real-life examples and case studies, it provides carefully developed frameworks for the Indian market. Planning exercises are included at the end of each chapter, which practitioners can apply to their specific situations.

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