



# Distribution Channels: Understanding and Managing Channels to Market

*Julian Dent*

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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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