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TY - BOOK. T1 - Marketing Channels. AU - Coughlan, Anne T. AU - Anderson, Erin. AU - Stern, Louis W. AU - El-Ansary, Adel. PY - 2006. Y1 - 2006. M3 - Book

Marketing Channels - Northwestern Scholars

We're going to go over the 6 best marketing channels you should be focusing on in 2020 and some best practices for how to get the most out of them. 1. Pay-Per-Click Marketing. As far as marketing channels go, pay-per-click (PPC) advertising is still an unbeatable juggernaut, especially with the diverse options now available to brands. There ...

The 6 Marketing Channels You Should Prioritize in 2020

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About this Item: Prentice Hall, 1996. Hardcover. Condition: Fine. 5th or later Edition. This fifth edition of Marketing Channels shows students how to maintain effective relationships among channel members and how to achieve sustainable competitive advantage by using both strategic and managerial frames of reference.

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