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Dr. Rosenbloom is a leading expert on the management of marketing channels and distribution systems and the author of 10 books and more than 100 articles. His book Marketing Channels: A Management View, now in its sixth edition, has been the leading college textbook on marketing channels for over two decades.

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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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