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"Distribution Channels" explains how to get your products and services to market through the best routes or distribution channels. It covers the whole process, including accessing and servicing markets and customers, controlling brands, creating differentiation, and improving the business distribution model.

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## **Amazon.com: Customer reviews: Distribution Channels ...**

Distribution of products takes place by means of a marketing channel, also known as a distribution channel. A marketing channel is the people, organizations, and activities necessary to transfer the ownership of goods from the point of production to the point of consumption. It is the way products get to the end-user, the consumer.

## **Distribution (marketing) - Wikipedia**

Distribution Channel Management Optimizing the customer experience Regardless of your business model, this intensive

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