

## PART 6 Delivering Value

Chapter 15 | Designing and Managing Integrated Marketing Channels

Chapter 16 | Managing Retailing, Wholesaling, and Logistics



### In This Chapter, We Will Address the Following **Questions**

1. What is a marketing channel system and value network?
2. What work do marketing channels perform?
3. How should channels be designed?
4. What decisions do companies face in managing their channels?
5. How should companies integrate channels and manage channel conflict?
6. What are the key issues with e-commerce and m-commerce?

With a novel pricing and distribution scheme for DVD rentals, Netflix founder Reid Hastings has found heaps of success.