READINGS & ASSIGNMENTS

MARKETING CHANNELS: FUNCTIONS AND SUPPORT

Core Concepts of Marketing - Ch 7: Introducing And Managing the Product

Core Concepts of Marketing - Ch 10: Channel Concepts: Distributing the Product

The spherical marketing concept

Is Your Sales Force Adaptable? One Page write-up

FreshDirect: Expansion Strategy One Page write-up

Compaq Computer Corporation: The Dell Challenge

THE NORTH FACE: CHANNEL ISSUES Case Study

Study COCA-COLA's MDCs: DISTRIBUTION EFFECTIVENESS vs SOCIAL RESPONSIBILITY? SALLY WILLIAMS FINE FOODS: GETTING TO MARKET Case Study

DR PAUL LOHMANN: REDEFINING THE US SALES AND DISTRIBUTION FUNCTION (B) WAHAHA: POSING A THREAT TO COCA COLA AND PEPSI IN CHINA

Nantucket Nectars Case Study

H&M'S SUPPLY CHAIN MANAGEMENT PRACTICES

SUPPLY CHAIN PRACTICES OF THREE EUROPEAN APPAREL COMPANIES: ZARA, H&M AND BENETTON WAL-MART'S CHINA EXPERIENCE Case Study

FINAL EXAM