



Distribution Management

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An invaluable resource for entrepreneurs setting up their own businesses, this book provides a clear explanation of the way in which distribution coordinates the activities of the producer or manufacturer and various intermediaries in order to make the product or service available to customers at the right place, at the right time, and in the right quantity. Key features include case studies of actual businesses, chapter summaries and self-assessment questions, and informative graphs and tables. In this edition, topics include: the definition of distribution, the evolution of the South African distribution system, supply chain, channel design, logistics management, and electronic marketing channels, among others.

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