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"I think the author's writing style is very readable, understandable, and it is the appropriate level for my students." _ Northern Arizona University reviewer

" [Marketing Channels is] up to date from a theoretical perspective....I found it stimulating and challenging." _ Southern Illinois University reviewer

"I found the writing very clear and well done. It is appropriate for college students and the examples are interesting and apropos." _ Quinnipiac University reviewer

"Strength of this book is that it is the definitive book on the subject matter...it provides the most thorough information that any book on the market." _ Indiana State University reviewer