

# Management In Marketing Channels By Louis W. Stern

**By Louis W. Stern**

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This text looks at the structure and behavior of marketing channels from a managerial frame of reference. Emphasis is on planning marketing channel activities  
<http://eresources.nlb.gov.sg/printheritage/detail/f91a3942-5b81-43e8-a72c-bbe7fce61ddf.aspx>

Marketing Channels, By Anne Coughlan, Erin Anderson, Louis W. Stern, Adel El-Ansary. Published by Prentice Hall. Supply Chain Management. Purchase Info. ISBN  
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have been awarded the 2013 Louis W. Stern Award by the quality academic research in the field of marketing channels and Marketing ; Management  
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<http://www.goodreads.com/book/show/3575062-marketing-channels>

Author Stern, Louis W., 1935-Subjects Marketing channels.; Marketing channels - Management.; Physical distribution of goods - Management.  
<http://trove.nla.gov.au/work/10967688>

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Marketing Channels, Louis W. Stern and Adel I Erin Anderson is the John H. Loudon Chaired Professor of International Management and Professor of Marketing

<http://www.pearsoned.co.in/prc/book/anne-t-coughlan-marketing-channels-7e--7/9788131717431>

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Marketing Channels (7th Edition): Anne Coughlan, Erin Anderson, Louis W. Stern, reflecting the importance of channel management issues throughout the world.

<http://www.amazon.ca/Marketing-Channels-Edition-Anne-Coughlan/dp/0131913468>

A marketing channel is a set of channel options is provided by Louis Stern without sacrificing management goals. The channel decision maker

[http://en.wikipedia.org/wiki/Marketing\\_channel](http://en.wikipedia.org/wiki/Marketing_channel)

"Interorganizational relations in marketing channels." Academy of Management Review 4.3 and Louis W. Stern. "The environment of marketing channel dyads:

[http://en.wikipedia.org/wiki/Torger\\_Reve](http://en.wikipedia.org/wiki/Torger_Reve)

Marketing Channels by Louis W Stern Marketing channels; Marketing; Marketing Channels: A Management View.

<http://www.alibris.com/Marketing-Channels-Louis-W-Stern/book/4194752>

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<http://www.kellogg.northwestern.edu/departments/marketing/about/louis%20stern%20award.aspx>

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A value exchange model for the channel of distribution: Implications for management Channel Systems, in Louis W. Stern 1980, Marketing Management:

<http://link.springer.com/article/10.1007/BF02737196>

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