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Channel Strategy Refers To The Broad Principles By Which The Firm Expects To Achieve Its Distribution Objectives For Its Target Markets. It Focuses On The “place” Variable In The Four Ps Of Marketing. Channel Strategy Is Relevant To All Six Of The Basic Distribution Decisions
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Recommended Readings: Books Curri, J., And A. Curri, Customer Relations Management (CRM). Gestión 2000, 2002. ISBN: 84 80088 723-0 Dominguez, A., And G. Muñoz, Métricas De Marketing. ESIC Editorial, 2010. ISBN: 978-874-7356-7183-2
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