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Dr. Rosenbloom is a leading expert on the management of marketing channels and distribution systems and the author of 10 books and more than 100 articles. His book *Marketing Channels: A Management View*, now in its sixth edition, has been the leading college textbook on marketing channels for over two decades.

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edition by Bert ...**

Marketing Channels:

Author: Bert Rosenbloom:

Edition: 8, revised:

Publisher: Cengage

Learning, 2012: ISBN:

0324316984,

9780324316988: Length:

696 pages: Subjects

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