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Lulu Publishing Services, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.FMCG companies today face immense distribution related challenges owing to the complex supply chain structures and intense competition. Surviving is impossible without continuous distribution channel innovation. Companies with exceptional quality distribution systems are able to outperform their competitors, being able to provide higher customer satisfaction, while the rest perish. Some of the topics covered in this book include effective distribution channel strategy and its importance, distribution channel issues and challenges, real-life case studies relating to management and solution of distribution channel challenges, and much more.

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