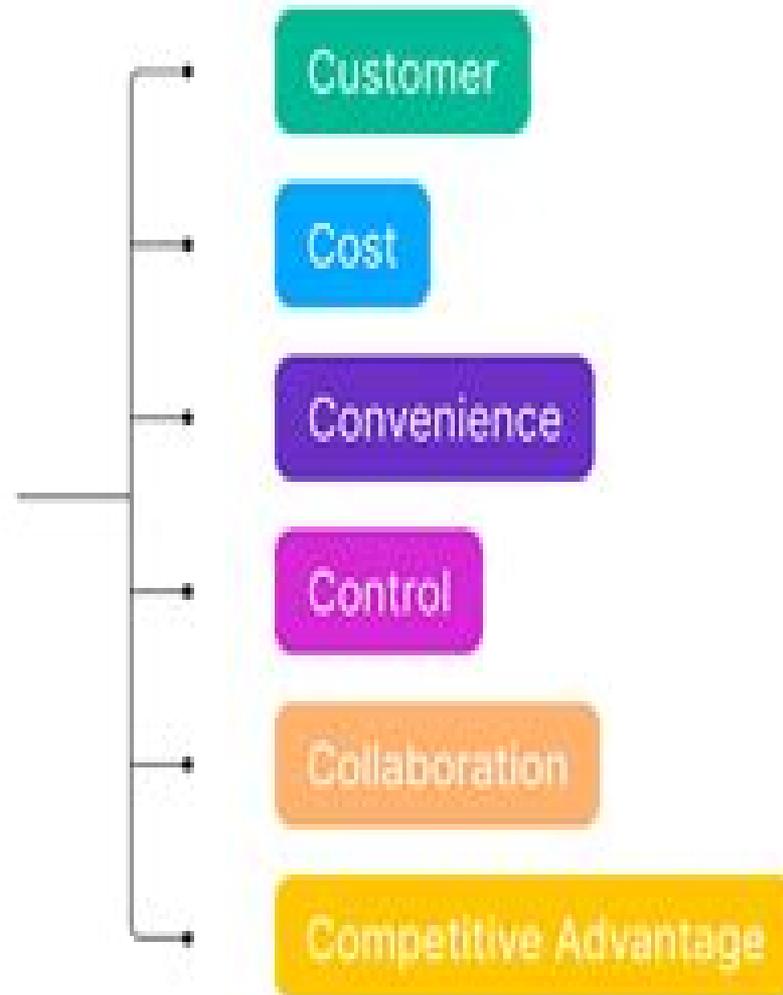


# 6 C's of Channel Strategy



# Channel Strategy Marketing For The Rest Of Us

**William O. Bearden, Thomas N.  
Ingram, Raymond W. LaForge**



## **Channel Strategy Marketing For The Rest Of Us:**

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