



Cambridge Marketing Handbook: Distribution

Karl Meyer

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Distribution within an organization relates to processes, people, and interrelations between other organizations which connect the production of the products and services to their end-users. It is a chain of elements that, when connected, provides a smooth flow of orders and fulfilment across the business. Like any chain, it is only as strong as its weakest link. The *Cambridge Marketing Handbook: Distribution* analyzes and assesses the different distribution models and identifies the key issues related to determining distribution strategy across an organization. It provides a concise guide to identifying the key distribution activities within a wide variety of national, international, physical and on-line businesses and how to relate the experiences of other businesses within a company.

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