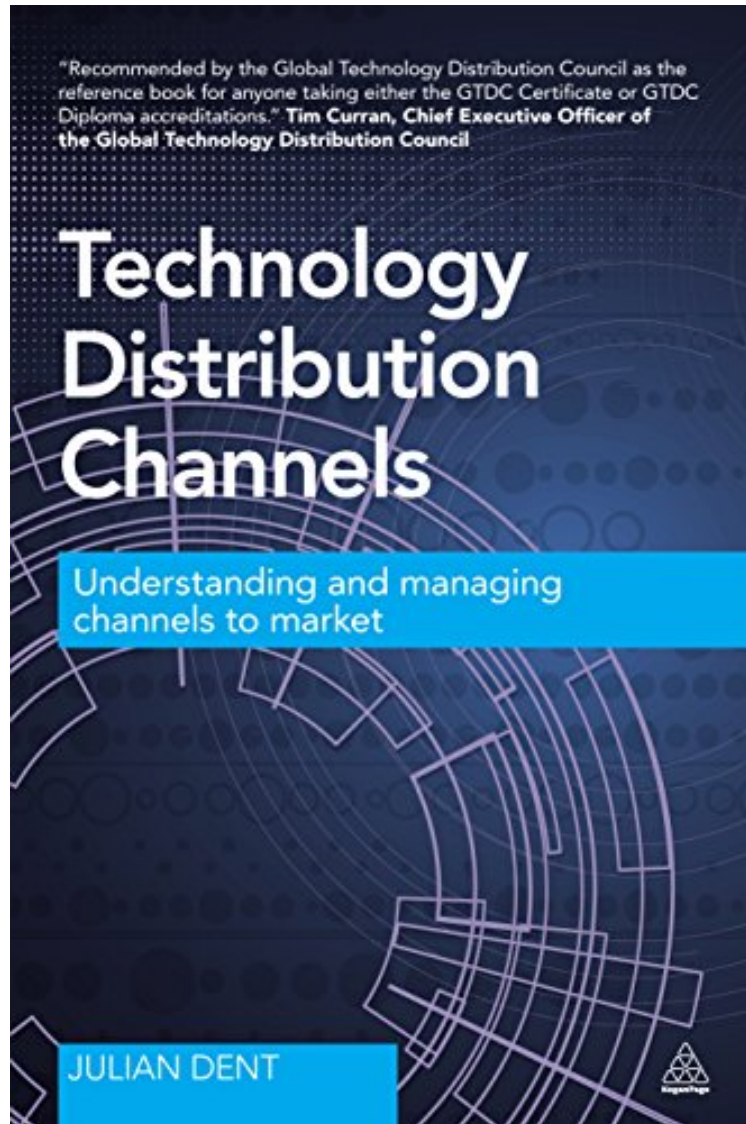


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# Technology Distribution Channels: Understanding and Managing Channels to Market

*Julian Dent*

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Using numerous real-life examples from global technology corporations, and with a foreword from Tim Curran the

Chief Executive Officer of the Global Technology Distribution Council, Technology Distribution Channels explores the chain that makes technology products and services available for market and explains how to make the most of each step of the process. By defining the role and significance of the various partners involved, including distributors, wholesalers and final-tier channel players, it provides a clear understanding of the entire go-to-market process, whilst also explaining channel partners' business models and how to engage with them for effective market access. Technology Distribution Channels covers both the tactical and strategic dimensions of channel economics as well as containing information on accessing and servicing markets and customers, controlling brands, integrating web and online channels, building the value proposition and creating differentiation. As the only approved text book for the Global Technology Distribution Council's Accreditations, Technology Distribution Channels contains expert guidance for both the Certificate and the Diploma programs. Comprehensive and clear, Technology Distribution Channels provides readers with the knowledge needed to improve their business model to ensure maximum market exposure and successful product delivery.

"If you work with distributors or for distributors, you should make this your handbook. It explains how the channel works and how to build effective commercial relationships between vendors and the channel that grow profitable business."