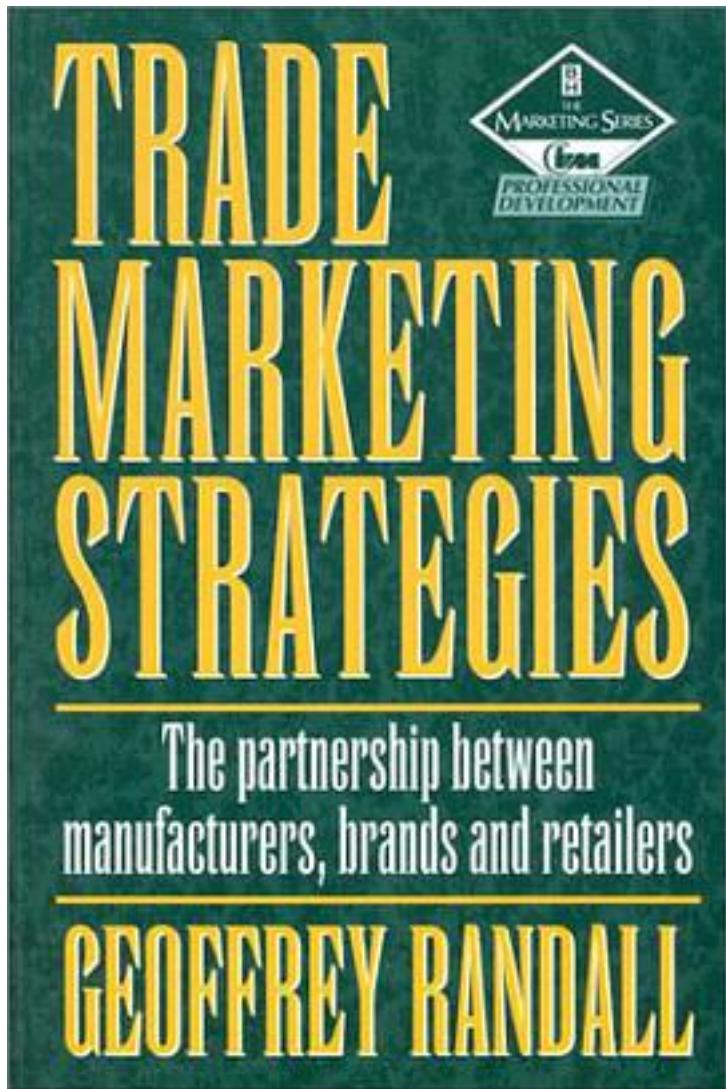


Trade Marketing Strategies, Second Edition



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Develops and promotes strategies for marketing to the retailing trade, explaining how manufacturers must build and maintain strong brands and deliver outstanding customer service to retailers. The text is aimed at managers who are responsible for finding practical solutions to marketing problems.

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