

Content:

Foreword xi

by William F. Stasior

Preface xxi

Section One: (Re) think Channels 1

I The Channel Advantage: From Products to Customer Relationships 3

£ Channel Management: A Framework for Revolution 19

Section Two: The Channel Management Process 49

J Step One: Understand Customer Needs 51

4 Step Two: Develop New Channel Concepts 91

5 Step Three: Pilot Test 115

0 Step Four: Rapid Roll-Out 127

f Step Five: Study the Results and Adapt Your Channel 133

H CONTENTS

Section Three: Channel Challenges 145

Managing Channel Conflict 147

Maximizing Channel Economics 173

The One-to-One Advantage 185

Notes 201

The Authors 207 •

Index 209

BoozAllen & Hamilton 223