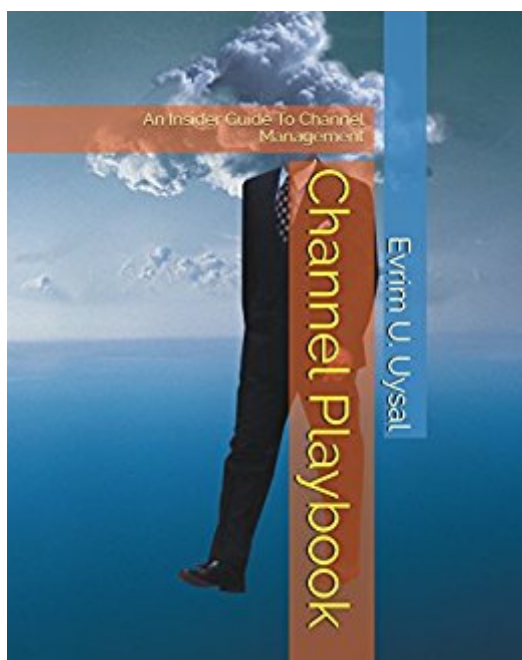


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Channel Playbook: An Insider Guide To Channel Management



Synopsis

Channel Playbook - An Insider Guide To Channel Management- is a practical guide for all channel sales professionals and executives. This book gives you everything about building, developing, measuring, managing and maintaining a sales channel with a very broad approach including game theory, artificial intelligence, new technologies. More than this you can find how to become a profitable channel player and learn how to avoid major mistakes in channel management execution in this book.

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