

## MARKETING CHANNELS

by Dinesh Kumar, foreword by Dr Jagdish N Seth.

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Distribution is a crucial area and the backbone of Marketing. Product availability can make or mar well-thought out campaigns. Yet, most books available on Distribution pertain to developed markets, with some cases on developing countries added later on as an afterthought. It is thus refreshing to see a book written clearly with the Asian perspective. Professors of Marketing in India will like the book, *Marketing Channels*, which draws upon live examples and case studies to bring alive the challenges in designing and building competitive advantage through distribution channels. Besides covering the syllabi of MBA programs of universities, this book is a virtual powerhouse of information and cases that can easily be used in the classroom.

The book is divided into five sections: Roles and functions, Designing and operating, Managing, Controlling, and Modern marketing channels. Two topics are included that are not covered in other text books: Rural Distribution, and distribution in the digital age. These are going to be of immense interest to the reader and add topicality to the subject.

Each of the 16 chapters start and end with a case study. The case studies are of immediate interest to marketing professionals. Some of these cover different aspects of distribution of Tata Nano, Dabbawalas of Mumbai, Distribution of Luxury Goods, HUL's Project

Shakti, Amul, Dell, Big Bazaar, and distribution to bottom-of-the-pyramid markets. The questions for discussion at the end of each case give pointers to the instructor to guide the discussion in the classroom.

The book is well illustrated not only with graphs and charts, but also with photographs that the author has taken to illustrate different types of channels. The 16 color plates and the numerous black-and-white illustrations are sure to interest the reader.

The book is written in a friendly, easy-to-read style that immediately attracts the reader. It is a welcome addition to course books by Indian authors with an Indian perspective. Distribution is a crucial area, but is only taught as an elective in the final semester of the MBA course. Students thus do not realize the importance or the immense savings that can be affected by tweaking supply chains. Fortunately, this book helps bringing marketing channels out of the closet into focus.

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