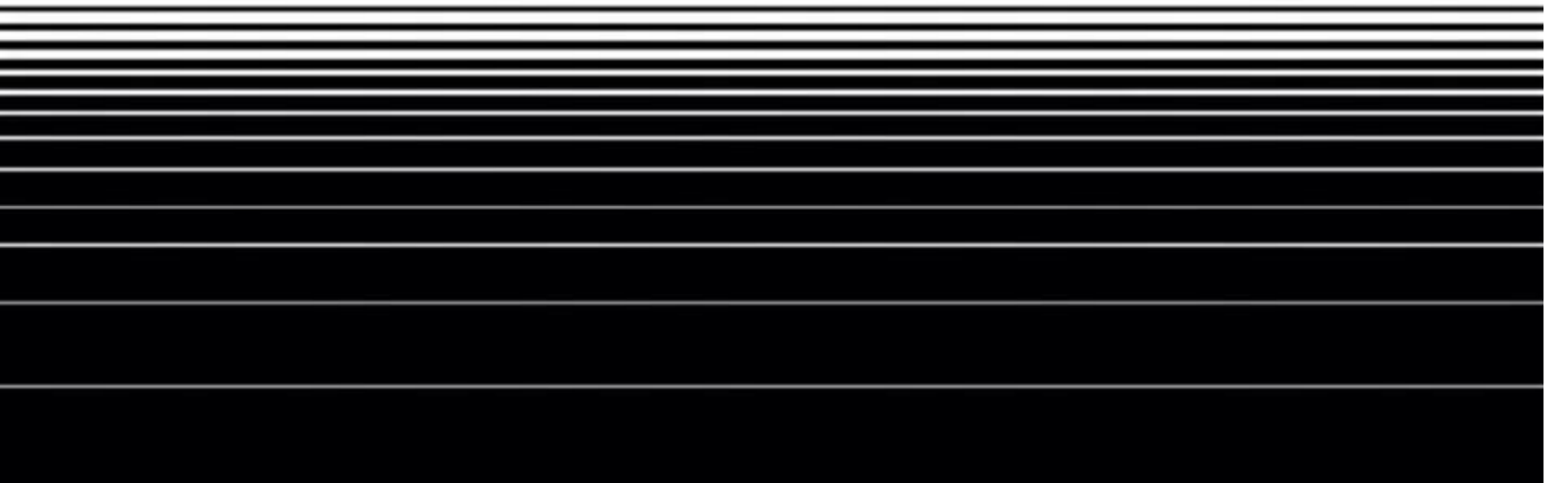


MATHEMATICAL MODELS OF DISTRIBUTION CHANNELS

CHARLES A. INGENE
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Mathematical Models Of Distribution Channels

JG Myers



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Mathematical Models of Distribution Channels Charles A. Ingene, Mark E. Parry, 2006-01-27 Mathematical Models of Distribution Channels identifies eight Channel Myths that characterize almost all analytical research on distribution channels. The authors prove that models that incorporate one or more Channel Myths generate distorted conclusions; they also develop a methodology that will enable researchers to avoid falling under the influence of any Channel Myth. At the heart of their analysis is a single manufacturer multiple retailer meta model that embraces any degree of inter retailer competition and any distribution of market shares. In Chapters 1 and 2 the authors provide an introduction to the current analytical literature on distribution channels and they present an intuitively appealing prologue to the Channel Myths that are developed rigorously in later Chapters. In Chapters 3, 4, and 10 they extend the literature by ascertaining the relationship between the manufacturer optimal wholesale price strategy and channel breadth. Specific analyses include multiple non competing retailers, multiple states of nature, and multiple competing retailers. In Chapters 5, 7 the authors determine the profitability of various wholesale price strategies; this analysis culminates in Chapters 8 and 9 with the determination of the very limited conditions under which channel coordination can be optimal for the manufacturer. In Chapter 11 they prove that existing methods of measuring the effect of a change in the degree of inter retailer substitutability are totally misleading. They then develop an original theoretical basis for measuring the impact of a change in the degree of inter retailer substitutability that yields insightful, intuitively appealing results. In Chapter 12 the authors set forth an agenda for future research based on a meta model that embraces all existing models in the literature. They also issue an appeal for creation of a Unifying Theory of Distribution Channels that will enable researchers to work independently and yet to contribute toward the common goal of deepening the marketing science professions understanding of distribution channels. **Hydraulic Research in the**

United States and Canada United States. National Bureau of Standards, 1972 *NBS Special Publication*, 1973 **A**

Normative Model for Retail Store Selection in the Manufacturer's Distribution Channel Design Cheryl Young

Kim, 1981 **Sustainable Business Models** Adam Jabłoński, 2019-01-25 This book is a printed edition of the Special Issue Sustainable Business Models that was published in Sustainability **Supply Chain** Tamás Bányai, Ágota Bányai, Ireneusz

Kaczmar, 2022-07-27 The Fourth Industrial Revolution has led to revolutionary changes in production and service processes. This book explains and examines the impact of Industry 4.0 technologies on supply chain solutions. It discusses the concept, design, and implementation of supply chain solutions using Industry 4.0 technologies. Chapters address such topics as supply webs, open innovation practices, lean manufacturing, the Internet of Things, green supply chain solutions, and much more.

Hydraulic Research in the United States and Canada, 1972 Gershon Kulin, Pauline H. Gurewitz, 1974 *EPA-600/2*, 1980 Discrete Optimization and Operations Research Yury Kochetov, Michael Khachay, Vladimir Beresnev, Evgeni

Nurminski, Panos Pardalos, 2016-09-09 This book constitutes the proceedings of the 9th International Conference on Discrete

Optimization and Operations Research DOOR 2016 held in Vladivostok Russia in September 2016 The 39 full papers presented in this volume were carefully reviewed and selected from 181 submissions They were organized in topical sections named discrete optimization scheduling problems facility location mathematical programming mathematical economics and games applications of operational research and short communications *Hydraulic Research in the United States and Canada, 1976* Pauline H. Gurewitz, 1978

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