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Marketing Multiplied: Guide to Channel Marketing for Beginners, Practitioners, and Executives Marketing Multiplied A Real World

Marketing Multiplied is your comprehensive guide to indirect channel marketing. We explore topics such as how best to engage channel partners, how to create programs that generate outcomes, how to develop the right mix of content, recruiting and hiring talented people, and how to provide meaningful incentives to your channel partners that motivate them to deliver results.

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It then divides your channel marketing into four sections: 1) marketing to the partner, 2) marketing with the partner, 3) marketing through the partner, and 4) marketing for the partner. "Marketing Multiplied" also includes lots of practical tools and resources that you can apply to your channel marketing efforts today and refer to when you get stuck.

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Marketing Multiplied is your comprehensive guide to indirect channel marketing. Building on more than 40 years of combined experience, Mike Moore and Peter Thomas explore topics such as how best to engage channel partners, how to create programs that generate outcomes, how to develop the right mix of content, recruiting and hiring talented people, and how to provide meaningful incentives to your channel partners that motivate them to deliver results.

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