

## CHAPTER OVERVIEW

### 4: Pricing and Distribution

- 4.1: Pricing Impact on Value of Products or Services
- 4.2: Pricing Considerations
- 4.3: Common Pricing Strategies
- 4.4: Packaging
- 4.5: Using Channels of Distribution
- 4.6: Managing Distribution Channels
- 4.7: Retailers As Channels of Distribution
- 4.8: Integrated Supply Chain Management and the Distribution Strategy

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