

## 29.13: Introduction to Place

---

What you'll learn to do: explain common product distribution strategies and how organizations use them

Distribution channels—which is “place” in the four Ps—cover all the activities needed to transfer the ownership of goods and move them from the point of production to the point of consumption. In this section you'll learn more about distribution channels and some of the common strategies companies use to take advantage of them.

### Contributors and Attributions

CC licensed content, Original

- Introduction to Place. **Authored by:** Linda Williams and Lumen Learning. **License:** [CC BY: Attribution](#)

---

29.13: Introduction to Place is shared under a [not declared](#) license and was authored, remixed, and/or curated by LibreTexts.