

## 11.12: Critical Thinking Exercises

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1. Create a strategy for managing channel conflict within a marketing channel.
  2. Considering what we have learned in the last several years about supply chain interruption, along with what we have covered in this chapter, what are some of the strategies a company can use to reduce risk?
  3. Evaluate alternatives and incentives that companies/marketers can offer customers to manage the speed of shipping while reducing the carbon footprint.
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