

Wholesaling, the role of the middleman and marketing costs: some forgotten concepts in marketing thought

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Abstract

Most introductory or intermediary marketing courses present marketing from a manufacturer's perspective, in which product distribution is

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treated as one of the marketing mix variables under the complete control of the manufacturer. Product distribution is assumed by a wide range of middlemen and various distribution agencies that operate in a distinct and separate market. Wholesaler - distributors represent one such type of middlemen and their marketing agenda do not always



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