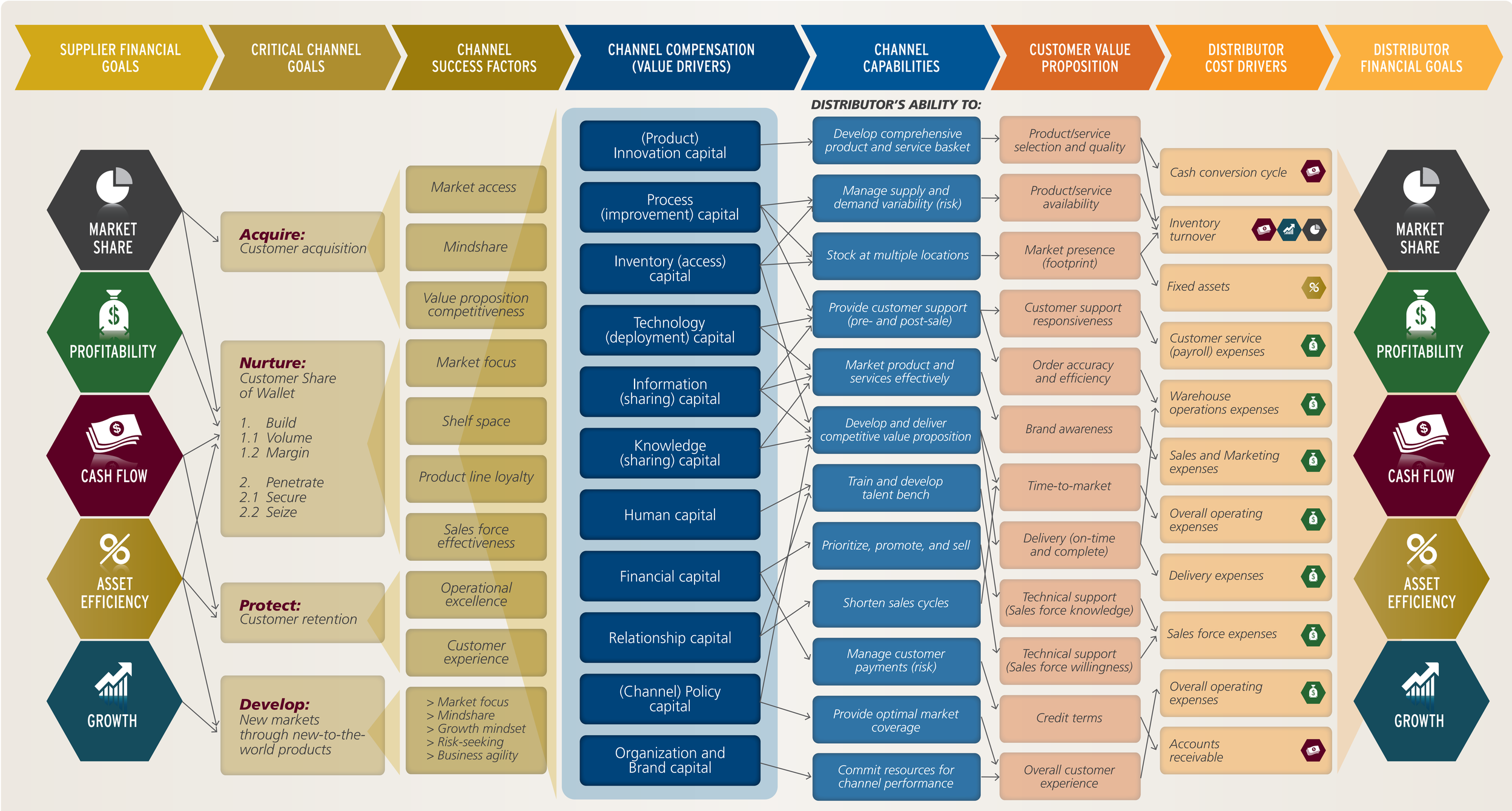
Channel Alignment Framework

Supplier • Distributor • Customer

The following framework is part of the Optimizing Channel Profitability research study by Senthil Gunasekaran, Pradip Krishnadevarajan and Barry Lawrence.



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