Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Marketing - Ch. 4 Vocabulary

1. Channels of distribution

2. Direct distribution

3. Distribution

4. Exporting

5. Importing

6. Indirect distribution

7. Joint venture

8. Multinational business

9. Retailer

10. Wholesaler