

**WHOLESALE  
IN MARKETING ORGANIZATION**

# Wholesaling in marketing organization

DAVID A. REVZAN



**ARNO PRESS**  
A New York Times Company  
New York • 1978

Editorial Supervision: JOSEPH CELLINI

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Reprint Edition 1978 by Arno Press Inc.

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Wisconsin Library

A CENTURY OF MARKETING

ISBN for complete set: 0-405-11156-8

See last pages of this volume for titles.

Manufactured in the United States of America

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Library of Congress Cataloging in Publication Data

Revzan, David Allen, 1909-

Wholesaling in marketing organization.

(A Century of marketing)

Reprint of the ed. published by Wiley, New  
York.

Bibliography: p.

1. Wholesale trade--United States. I. Title.

II. Series.

[HF5421.R4 1978]

658.8'6

78-256

ISBN 0-405-11181-9

# **WHOLESALE IN MARKETING ORGANIZATION**

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New York • London, John Wiley & Sons, Inc.

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**Library of Congress Catalog Card Number: 61-11169**

**Printed in the United States of America**



**Dedicated to  
EDWARD A. DUDDY  
Professor Emeritus of Marketing  
The School of Business  
The University of Chicago**

# Preface

One of the surprising aspects of the supply of existing marketing literature is the paucity of writings in the field of wholesaling. Only one book—Beckman and Engle, *Wholesaling: Principles and Practice*—covers the entire field.\* Special studies are available in abundance, of course. But when one considers the quantitative significance of wholesaling in marketing, as well as the challenging problems that arise in this subject matter material, then the lack of writings becomes even more surprising and unexplainable.

This book, in its attempt to overcome this shortage, is designed to give the serious student (in all meanings of the word) a detailed analysis of the whole field of wholesaling. As such it begins with the external view of the field, and then moves from the external aspects to the internal management view. In the external view, new materials are included under basic concepts such as the funnel concept of wholesaling, and linkages and blockages in channels of distribution. In addition, materials on channel structure within marketing organization are integrated into the more orthodox treatment of the various types of wholesale middlemen.

The internal management section introduces several kinds of new materials and approaches. For one thing, there is a complete chapter on "Selection of Type of Wholesale Middleman Operation," in which certain quantitative analyses are introduced. In addition, the discussion of internal management policies and problems stratifies the analysis by type of middleman operation wherever differences in type

\* R. D. Buzzell was added as coauthor in the 1959 3rd edition.

account for fundamental differences in organization and policies. The discussion of price introduces new materials on the over-all wholesale price structure. New materials are included, as well, on inventories and inventory theory, and on coordination and control of wholesale middlemen's policies and operations.

All in all, an attempt has been made throughout this book to sharpen the theoretical tools pertinent to an up-to-date treatment of the field. Wherever possible, the treatment has been integrated with the institutional approach to marketing developed by Professor Edward A. Duddy and the author.

DAVID A. REVZAN

*Berkeley, California*  
*January 1961*

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