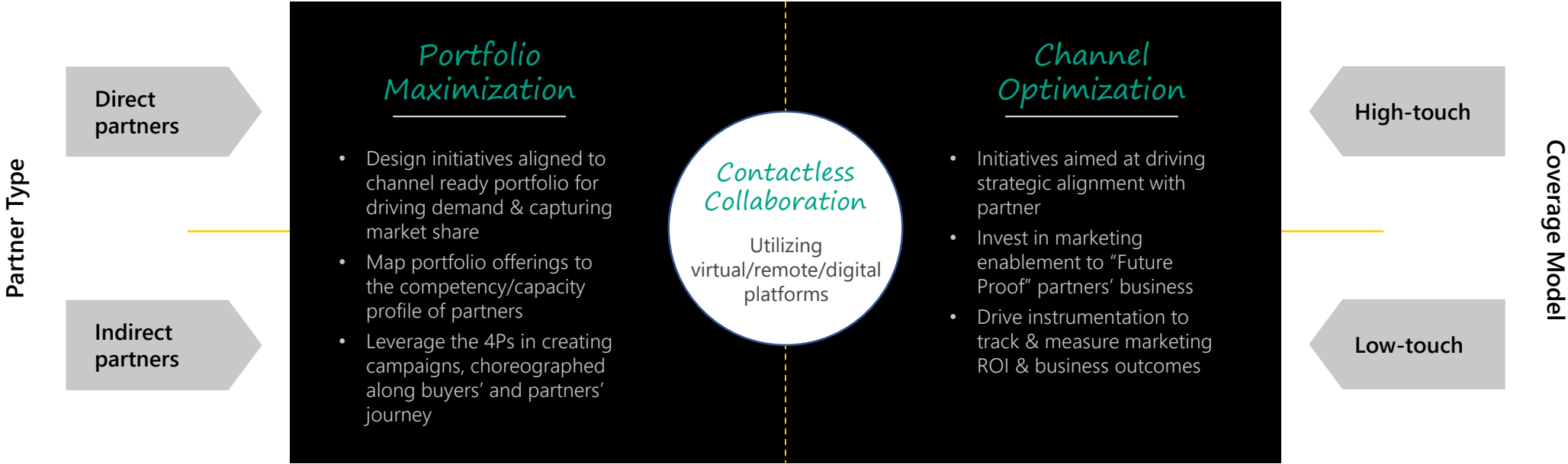


# Channel Marketing Framework

A practitioner's point of view in building market share through mind share

Marketing plan structured to support business priorities



Future-focused marketers should build their plans as a combination of **Math, Magic, and Machine**