



Drop Shipping as a Marketing Function: A Handbook of Methods and Policies

Nicholas T. Scheel

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This practical handbook offers indepth coverage of the role of drop shipping in today's marketplace. The book analyzes carefully the advantages and disadvantages of this process from the perspectives of the many different users and providers of drop ship services. Useful, practical information is given, from packaging to storage costs. Forms of direct response advertising are also analyzed, such as mail order advertising techniques.

The fundamental drop shipping relationship between manufacturers and middlemen is examined and applied to the diverse needs of the importer, distributor, wholesaler, retailer, and in particular, the mail order direct marketer. The types of industrial and consumer goods that are or should be drop shipped are listed, and the reader is provided with methods for contacting U.S. drop shippers. *Drop Shipping as a Marketing Function*, with its focus on both analysis and practical application, is invaluable as a guide for anyone implementing or expanding the use of drop shipping as a marketing function.

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