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Marketing Multiplied is your comprehensive guide to indirect channel marketing. Building on more than 40 years of combined experience, Mike Moore and Peter Thomas explore topics such as how best to engage channel partners, how to create programs that generate outcomes, how to develop the right mix of content, recruiting and hiring talented people, and how to provide meaningful incentives to your channel partners that motivate them to deliver results.

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Marketing Multiplied: A real-world guide to Channel Marketing for beginners, practitioners, and executives, is the very first book about the profession, say authors Mike Moore, Averetek's VP of Strategy, and Peter Thomas, the company's founder and CEO.

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Marketing Multiplied: A Real-world Guide To Channel Marketing For Beginners, Practitioners, And Executives by Mike Moore and Peter Thomas Mike Moore serves as Averetek's VP of Channel Strategy. Mike has spent twenty-three years in information technology as a channel partner and as a channel and field marketer for software companies like Microsoft, GE Healthcare, and Progress Software.

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Today, channel marketing veterans Peter Thomas and Mike Moore introduce “Marketing Multiplied: A real-world guide to Channel Marketing for beginners, practitioners, and executives,” the industry’s first comprehensive guide to indirect marketing. Building on more than 40 years of combined experience, Thomas and Moore have catalogued the skills and best practices that are key to building a successful channel marketing program.

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Robyn is an Account Coordinator here at Real World Marketing. She appreciates the fast pace and detail oriented environment that her work provides her with. She relocated from Seattle in 2018 and came to enjoy the sun with us! She's always been drawn to warm weather because it allows her to enjoy activities outdoors.

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