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There are more than 1,900,000 people on LinkedIn with channel marketing job titles and 23,680 channel marketing job openings. There were zero books about channel marketing, until now. Marketing Multiplied is your comprehensive guide to indirect channel marketing. We explore topics such as how

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Cover. Mike Moore.

Mike Moore serves as

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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  
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Progress Software.

**The Marketing Book**

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**Podcast: "Marketing Multiplied" by Mike**

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are key to building a  
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Moore and Peter  
Thomas, authors of  
Marketing Multiplied,  
Discuss Inspiration for  
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sending e-mails,  
making calls, providing  
the number of schemes  
like 'Buy one get one  
free', 'Flat 50% off',  
offering discounts on  
special occasions, etc.  
are all done on the  
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Marketer Report, to discuss Marketing Multiplied and what prompted us to write the book. You can read the article here: ChannelChat: Mike Moore and Peter Thomas, authors of Marketing Multiplied, Discuss Inspiration for Their Real-World Guide Book

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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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