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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



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company's founder and CEO.

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Moore and Peter Thomas Mike Moore  
serves as Averetek's VP of Channel

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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.

## **The Marketing Book Podcast: "Marketing Multiplied" by Mike ...**

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Realworld Marketing is a tier 2 automotive marketing and advertisement firm based in Scottsdale Arizona that focuses solely on Acura and Honda.

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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

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building a successful channel marketing  
program.

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Recently, we sat down with Terry  
Moffatt, Editor of the Channel Marketer  
Report, to discuss Marketing Multiplied  
and what prompted us to write the book.

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You can read the article here:

ChannelChat: Mike Moore and Peter Thomas, authors of Marketing Multiplied, Discuss Inspiration for Their Real-World Guide Book

## **Blog - Marketing Multiplied**

The tasks like promoting a product online, use of social media platforms,

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following different methods of direct and indirect marketing, door to door sales, 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 basis of ...

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Recently, we say down with Terry Moffatt, Editor of the Channel 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



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**Channel Marketer Report Story on  
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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

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and came to enjoy the sun with us!

She's always been drawn to warm weather because it allows her to enjoy activities outdoors.

## **RealWorld Marketing Inc Team | Honda + Acura Exclusive**

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study suggests that with real-world experiences currently underwhelming, consumers are finding some solace — and brand connection — in immersive experiences related to online shopping, a development that could lead to wider use of immersive technologies like AR/VR.

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