



# The Distribution Trap: Keeping Your Innovations from Becoming Commodities

*Andrew R. Thomas, Timothy J. Wilkinson*

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**The Distribution Trap: Keeping Your Innovations from Becoming Commodities** Andrew R. Thomas, Timothy J. Wilkinson  
WINNER OF THE BERRY-AMERICAN MARKETING ASSOCIATION PRIZE FOR THE BEST MARKETING BOOK OF 2010.

It is time for U.S. companies to wake up to the destructive mass-marketing theories that have cut their profits, diminished their reputations, and sent American jobs overseas. *The Distribution Trap: Keeping Your Innovations from Becoming Commodities* is the eye-opener that can help turn things around. Current marketing and distribution notions, the authors contend, have wrongly convinced thousands of U.S. innovators that the sale and distribution of their products and services is better left in the hands of outside forces. By catering to the mass market, innovators are allowing mega-distributors to dilute the value of their products and services, imposing costs and changes in strategic direction and operational control.

Fortunately, there are practical steps innovators can take to control--and retain--the value of their products and services. The first section of the book explains the distribution trap, detailing how it hurts companies by forcing them to reduce costs, often by chasing cheap labor overseas. The second section details how to avoid the trap, it's a lesson U.S. companies ignore at their own peril.

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