10 Reasons Manufacturers Offer Rebates

J. Stuart Patterson
Senior Counsel Hewlett-Packard

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1. Demand Generation
2. Competitive Response
3. Improve/change the customer experience
4. Product line introduction/extension
5. Challenged Products

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6. Customer Touch
7. Market Expectations
8. Customer and Distribution Partner Demand
9. Grow the Brand
10. Support a marketing alliance