



Amazon Hybrid Account Switching From Vendor Central to Seller Central With FBA-dotcomreps.com

<https://www.dotcomreps.com/amazon-marketing-blog/Switching-From-Amazon-Vendor-Central-To-Seller-Central-FBA-or-FBM>

The simple yet straightforward answer lies in the control of most brands that come to ponder over this question. They want more control over their brand's representation, pricing, margins, marketing strategy, and customer experience.