

# Use of pledges to build and sustain commitment in distribution channels

**European Institute for Advanced Studies in Management - CiteSeerX — Citation Query The use of pledges to build and sustain commitment in distribution channels**



Description: -

- Business networks.

Physical distribution of goods.

Distributors (Commerce)

Marketing channels,use of pledges to build and sustain commitment in distribution channels

- Rapport -- R48:1973.

Working papers (European Institute for Advanced Studies in Management) -- no.91-16use of pledges to build and sustain commitment in distribution channels

Notes: Includes bibliography (p31-32).

This edition was published in 1991



Filesize: 52.810 MB

Tags: #The #Determinants #of #Commitment #in #the #Distributor

## The Determinants of Commitment in the Distributor

History Established in 1999, this award will honor the best article in an AMA journal in the area of marketing channels and distribution. Finally, idiosyncratic investments signal commitment, affecting each party's perceptions of the other party's commitment. We discuss the importance to these results for transaction cost theory.

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**Anderson, E. and Weitz, B. (1992) The Use of Pledges to Build and Sustain Commitment in Distribution Channels. Journal of Marketing Research, 29, 21**

Building on transaction costs arguments, and related work in marketing, we analyze vertical coordination as a response to external uncertainty.

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Palmatier, Cheryl Burke Jarvis, Jennifer R.

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They are difficult for the supplier to redeploy if the relationship ends. In this research, the authors present a modeling framework for balancing resources between customer acquisition efforts and customer retention efforts.

**Louis W. Stern Award**

Industrial Market Structure and Economic Performance. Process A panel of three judges select the winner. .

### **The Determinants of Commitment in the Distributor**

To the extent that his supplier-specific investments s.

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