

**Delivering the Goods:
Manufacturer-Retailer Relations
and
The Implications for Competition and Trade Policies**

Executive Summary	5
Résumé	8
1. Introduction	13
1.1 Vertical Relations in an Information-Age World Economy	16
2. Manufacturer-Dealer Transactions	18
2.1 Concepts and Definitions	18
2.2 Development of the Issue	22
2.3 Efficiency, Welfare and the Legal Treatment of Vertical Restraints	25
3. The Logic of Vertical Restraints	28
3.1 Vertical Restraints and Intrabrand Competition	28
3.2 Vertical Restraints and Interbrand Competition	34
4. Major Vertical Restraints and Their Legal Treatment Under Selected National Regimes	40
4.1 Resale Price Maintenance (RPM)	42
4.1.1 RPM in Canada	45
4.1.2 RPM in the U.S.	50
4.1.3 RPM in Japan	55
4.2 Vertical Exclusive Territorial and Customer Restrictions (ETCR)	59
4.2.1 ETCR in Canada	60
4.2.2 ETCR in the U.S.	62
4.2.3 ETCR in Japan	67
4.3 Exclusive Dealing (ED)	69
4.3.1 ED in Canada	70
4.3.2 ED in the U.S.	75
4.3.3 ED in Japan	79
4.4 Tied Sale (TS)	80
4.4.1 TS in Canada	82