

References

- Anderson, J.C., & Narus, J. A. (1990). A model of distributor firm and manufacturing firm working partnerships. Journal of Marketing, 54, 42-58.
- Brown, S. (1994). Honing our focus on customer service. Canadian Business Review, 21, 29-31.
- Byrne, P. (1993). Canadian logistics performance improving. Traffic and Distribution, August, 41-49.
- Fedchun, G. B. (1995). Staying competitive in a changing world. Canadian Business Review, 22, 37-39.
- Fraser, D. (1993). NAFTA strategies for Canadian manufacturers. Business Quarterly, 57, 84-92..
- Frazier, G. L. and Rody, R. C. (1991). The use of influence strategies in interfirm relationships in industrial product channels. Journal of Marketing, 55, pp. 59-69.
- Garcia-Canal E. (1996). Contractual form and international strategic alliances. Organization Studies, 17, 773-794.
- Ghosal, S. & Insead, P. M. (1996). Bad for practice: A critique of transaction cost theory. Academy of Management Review, 21, 13-47.
- Heide, J. B., & John, G. (1990). Alliances in industrial purchasing: The determinants of joint action in buyer-supplier relationships. Journal of Marketing Research, 27, 24-36.
- Heide, J. B., & Miner, A. S. (1992). The shadow of the future: Effects of anticipated interaction and frequency of contact on buyer-seller cooperations. Academy of Management, 35, 265-291.