

# CONTEMPORARY ISSUES IN MARKETING CHANNELS

## EDITORS:

Robert F. Lusch  
The University of Oklahoma

Paul H. Zinszer  
The University of Oklahoma

## COPY EDITORS:

Pam Quist  
Alice Watkins

TECHNISCHE HOCHSCHULE DARMSTADT	
Fachbereich 1	
Gesamtbibliothek	
Betriebswirtschaftslehre	
Inventar-Nr. :	34.209
Abstell-Nr. :	A 28/1169
Sachgebiete:	5.2
	00250382

Distribution Research Program  
Center for Economic and Management Research  
College of Business Administration  
The University of Oklahoma  
Norman, Oklahoma

BWL TU Darmstadt



54465076

# CONTENTS

## PART I STRATEGIC AND ADMINISTRATIVE ISSUES IN MARKETING CHANNELS

<i>Distribution Channel Management: Challenge For The 1980s.</i> Douglas M. Lambert and Robert L. Cook .....	3
<i>A New Management Style for Distribution In the 1980s.</i> Bernard J. La Londe.....	15
<i>The Marketing Support System: A Distribution Strategy For the 1980s.</i> James A. Constantin .....	19
<i>Marketing Channels: An Efficiency Approach.</i> Mary A. Higby and Edward W. Smykay .....	27 ✕
<i>Evaluating the Effectiveness of Channel Members Through A Performance Audit.</i> Bert Rosenbloom .....	39
<i>Perspectives On Channel System Performance.</i> Adel I. El-Ansary .....	47 ✕
<i>The Domestication of Markets: From Competitive Markets to Administered Interorganizational Marketing Systems.</i> Johan Arndt .....	55

## PART II BEHAVIORAL ISSUES IN MARKETING CHANNELS

<i>Channel Conflict, Competition, and Cooperation: Theory and Management.</i> Donald A. Michie and Stanley D. Sibley .....	65 ✕
<i>Power In The Channel Dyad By Relative Firm Size and Type of Relationship.</i> Larry S. Lowe and Kevin F. McCrohan .....	77
<i>Channel Cooperation: Its Relationship To Channel Performance.</i> James R. Brown .....	87 ✕

## PART III LEGAL ISSUES IN MARKETING CHANNELS

<i>Policing The Marketing Channel—It May Get Easier.</i> Robert E. Weigand .....	105
<i>Distribution Practices Meet A Revitalized Sherman Act.</i> William L. Trombetta.....	113
<i>The Robinson-Patman Act: Regulatory Pariah.</i> Rom J. Markin .....	121
<i>The Impact of Full Stocking Laws On Retailing.</i> Edward W. Smykay and Mary A. Higby .....	131

## PART IV INSTITUTIONAL ISSUES IN MARKETING CHANNELS

<i>Some Unresolved Issues In Conglomerate Retailing.</i> Stanley C. Hollander .....	137
<i>Supermarket Scanner Checkout: A View From the Consumer Side of the Counter.</i> Richard K. Robinson and Frederick W. Langrehr .....	141
<i>Supplying the Eating Out Revolution: Strategic Trends In Food Service Wholesaling.</i> J. Robert Foster .....	147

## PART V PHYSICAL DISTRIBUTION ISSUES IN MARKETING CHANNELS

<i>Market Segmentation: Key To New Business For Motor Carriers.</i> Warren Rose and David Zientara .....	157
<i>Customer Service As A System Process.</i> Philip B. Schary .....	165
<i>Customer Service: A Comparative Study.</i> Ronald D. Anderson and Roger E. Jerman .....	177
<i>Shipper Satisfaction With Common Carriers' Services: Tests of Interdependence And Strategic Implications.</i> Robert A. Robicheaux and William L. James .....	183