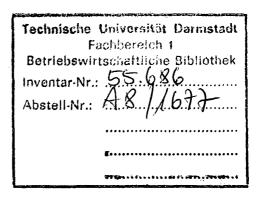
Supply Chains, Markets and Power

Mapping buyer and supplier power regimes

Andrew Cox, Paul Ireland, Chris Lonsdale, Joe Sanderson and Glyn Watson





Contents

	List of figures List of tables Notes on authors	vii ix x
	Preface: power and the Janus-faced corporation	xi
	RT I wer in supply chains and markets	1
1	Power, rents and critical assets	3
2	The key attributes of buyer and supplier power	24
3	Towards an analytical typology of supply chain power regimes	53
	RT II wer regimes in supply and value chains	77
4	Site-specific convenience, branding and regulation: the sources of asset criticality in the forecourt retailing supply chain	79
5	Regulation, site specificity and scale: the sources of asset criticality in the industrial sugar supply chain	102
6	Site specificity and price stickiness under regulation: the sources of asset criticality in the industrial electricity supply chain	124
7	Asset specificity, switching costs and limited competition: the sources of asset criticality in the aerospace fuel equipment supply chain	145

vi Contents

8	Information asymmetry and <i>ex post</i> lock-in to branded and regulated asset specificity: the sources of asset criticality in the motor insurance supply chain	163
9	Information asymmetry, innovation, scale and regulation: the sources of asset criticality in the new car supply chain	185
10	Information asymmetry, moral hazard and branded reputation: the sources of asset criticality in IT systems integration supply and value chains	207
	RT III research agenda for analysing business power	231
11	Linking descriptive and analytical approaches to business thinking	233
	Bibliography Index	254 263