

PUBLICATIONS:

Book Contributions

Gary L. Frazier (2002), Strategies of Distribution, New York: Oxford University Press, forthcoming.

Gary L. Frazier (2002), Organizing and Managing Channels of Distribution, Thousand Oaks, CA: Sage Publications, Inc., forthcoming.

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Richard P. Bagozzi, J. Paul Peter, Terry L. Childers, A. Fuat Firat, Gary L. Frazier, Erdogan Kumcu, Michael L. Rothschild, Alan Sawyer, Edward C. Strong, and Alladi Venkatesh (eds.) (1989), Proceedings, American Marketing Associations' Winter Theory Conference, Chicago: American Marketing Association, February.

Gary L. Frazier, Charles Ingene, David Aaker, Avijit Ghosh, Tom Kinnear, Sidney Levy, Rick Staelin, and John Summers (eds.) (1988), Proceedings, American Marketing Association's National Educators' Conference, Chicago: American Marketing Association, August.

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Articles

Kersi Antia and Gary L. Frazier (2001), "The Severity of Contract Enforcement in Inter-firm Channel Relationships," Journal of Marketing, 65 (October), forthcoming.

Gary L. Frazier (1999), "Organizing and Managing Channels of Distribution", Journal of the Academy of Marketing Science, 27 (Spring), 226-240.

Keysuk Kim and Gary L. Frazier (1997), "On the Measurement of Distributor Commitment in Industrial Channels of Distribution," Journal of Business Research, 40 (October), 139-154.

Keysuk Kim and Gary L. Frazier (1997), "On Distributor Commitment in Industrial Channels of Distribution: A Multicomponent Approach," Psychology and Marketing, 14 (December), 847-877.

Gary L. Frazier and Walfried M. Lassar (1996), "Determinants of Distribution Intensity," Journal of Marketing, 60 (October), 39-51.

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Keysuk Kim and Gary L. Frazier (1996), "A Typology of Distribution Channel Systems: A Contextual Approach," International Marketing Review, 13 (1), 19-32.

Gary L. Frazier and Kersi Antia (1995), "Exchange Relationships and Interfirm Power in Channels of Distribution," Journal of the Academy of Marketing Science, 23 (Fall), 321-326.

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Saul Klein, Gary L. Frazier, and Victor J. Roth (1990), "A Transaction Cost Analysis Model of Channel Integration in International Markets," Journal of Marketing Research, 27 (May), 196-208.

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