

Create trust, not fear, in manufacturer-retailer relationships

Authors: Nirmalya Kumar

Publisher: Perspectives for Managers, IMD

Date: 1997

Keywords: trust, retailing, relationships

Managerial Article Abstract:

Manufacturers and retailers are currently engaged in a classic power struggle, each jockeying for a position of relative power. Is fear the best way for powerful manufacturers and retailers to manage relationships or is creating trust in such relations

Complete Reference: N. Kumar (1997), "Create trust, not fear, in manufacturer-retailer relationships," Perspectives for Managers, IMD, Vol 31, No 3 (May)

To order the complete Article please mail to nkumar@london.edu