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Asymmetric Relationships with Symmetric Suppliers: Strategic
Choice of Supply Chain Price Leadership in a Competitive Market

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Highlights

- We investigate a supply chain member's incentive for supply chain price leadership.
- We analyze a game-theoretic model composed of two manufacturers and one retailer.
- We allow retailer's vertical relationships to vary across symmetric suppliers.
- The retailer may prefer the absence of a supply chain price leader to being a leader.

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