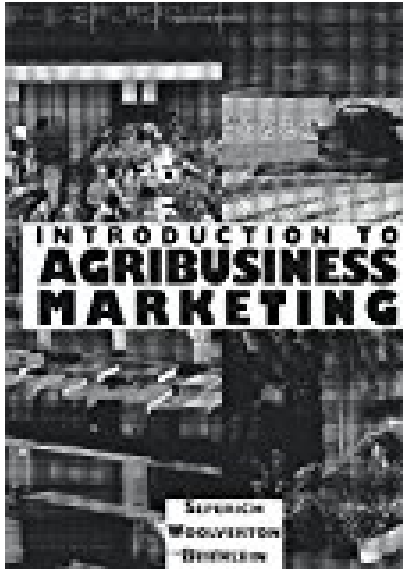


# Introduction To Agribusiness Marketing

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## BOOK DETAILS

- Author : George J. Seperich
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## **BOOK SYNOPSIS**

The agribusiness system. The role of marketing in the agribusiness system. Evaluation of performance of marketing system. The role of marketing in agribusiness firm. Understanding of consumer demand. Understanding of agribusiness supply. Matching of supply and demand in agribusiness markets. Agricultural input industries. Production agriculture. Commodity processing and food manufacturing industries. Food wholesaling and retailing industries. Food service industry. Cooperative agribusiness. Development of marketing plan. Analysis of the market. Management of marketing mix - the product. Management of marketing mix - the price. Management of marketing mix - the place. Management of marketing mix - the promotion. Personal selling and merchandising. Management of market risk. Organization and measurement of marketing functions. Future of agribusiness marketing.

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