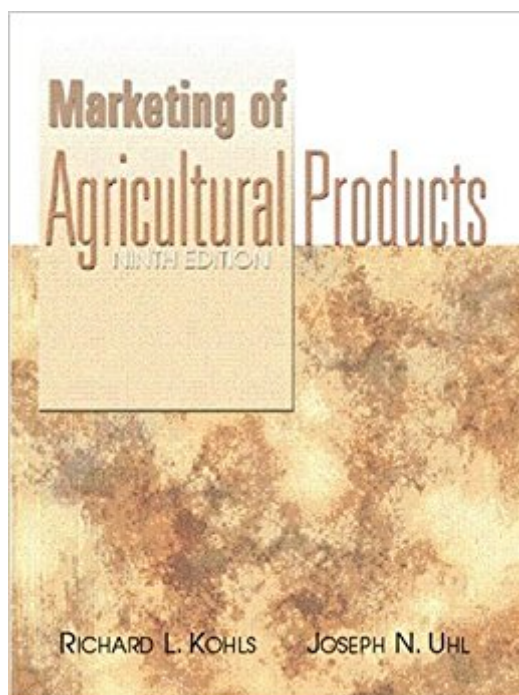


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Marketing Of Agricultural Products (9th Edition)



Synopsis

The ninth edition of *Marketing of Agricultural Products* contains completely updated content, tables, figures, and references including the 1997 Census of Agriculture and Business, as well as Trade data, and U.S. Department of Agriculture studies. It blends marketing and economic theory with real world analytical tools to assist readers in better understanding the food system and making profitable marketing decisions. This edition includes increased treatment of food value-adding and marketing management, including advertising, new product development, sales promotion, pricing, and logistics. For farmers, consumers, or those in food marketing.

Book Information

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Customer Reviews

Now in its ninth edition, *Marketing of Agricultural Products* by Kohls and Uhl, is still the best in its field. Geared towards readers with little or no experience, this text strikes a balanced treatment between the facts, principles, and values involved in food marketing. It blends economic, marketing, and institutional approaches to provide the foundation needed by today's readers. SOME OF THE NEW FEATURES OF THIS EDITION ARE: New mini-cases dramatizing food marketing situations and problems. Assist readers in understanding and appreciating the real world of food marketing problem solving. New treatment of contemporary issues in food marketing, such as biotechnology, direct farmer marketing, and risk management. Helps readers understand how these new trends and developments affect food marketing. Special attention is given to the growing role of the Internet in the food industry. Assists readers in learning about and accessing on-line, the most recent food marketing studies, data sources, and websites.

Richard Kohls, a pioneer in agricultural marketing, is Emeritus Professor of Agricultural Economics at Purdue University. Born in 1921 in Kentland, Indiana, he received his degrees in Agricultural Economics from the University of Missouri and Purdue. He wrote the first edition of this pathbreaking book in 1955, when interest in agricultural marketing was beginning to increase. After teaching agricultural marketing for several years and conducting research and extension programs in the area, he served as Dean of Agriculture at Purdue from 1968 to 1980. Professor Kohls was awarded the American Agricultural Economics Association Outstanding Teacher Award in 1966. Joe Uhl has been a professor of food marketing at Purdue University since 1966. He was born in Lima, Ohio in 1939. He teaches agricultural and food marketing classes, including the class that uses this text. He also counsels students and does research in food marketing. He served on the staff of the National Commission of Food Marketing in 1966, and he has lectured widely in Eastern Europe. He began collaborating with R. L. Kohls on this book in 1980. Professor Uhl has won both student counseling and teaching awards, the most recent for Distinguished Undergraduate Teaching from the American Agricultural Economics Association in 1989.

Book was new and in great shape, but is a little outdated and hard to read. It is more about corporate hoops that agriculture products go through.

Needed this book for class, it was significantly less than on other websites. This book looks new. Awesome for me!

Great condition when received! Wasn't expecting it to be shrink wrapped since it was pre owned! Love the book it

It was great. Exactly what I ordered. It has helped me a lot in my class and follows what instructor teaches.

The concepts in this book were not well described, and could be found in any plain economics book. I would have liked the theory behind futures and other grain marketing systems, along with techniques to successfully market grain from a farm.

I was very impressed with the timely delivery! I was very excited to receive my book in the mail

today...I am a very impatient customer, so I would definitely do business with this seller again in the future!

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