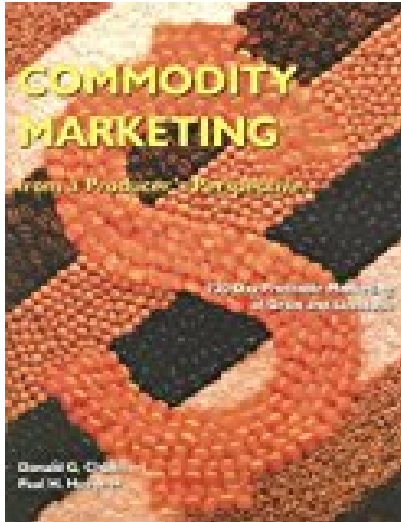


Commodity Marketing From a Producers Perspective 2nd Edition



BOOK DETAILS

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- Pages : 370 Pages
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BOOK SYNOPSIS

Fluctuating commodity prices provide an opportunity to teach marketing principles from an applied perspective. That perspective is the thrust of this book. Though much of the material centers around the commodity futures market, various marketing tools are defined and described, with an explanation given for applying each tool to decision making in the marketplace. Used as a manual, Commodity Marketing can transform producers from sellers to merchandisers. The more commodity producers learn about how markets function, the better will be their marketing decision.

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