



Food Marketing Management: An International Perspective

By Schaffner

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This work is appropriate for a first course in agricultural marketing. It has a managerial orientation in terms of branded products, industrial marketing, and commodity marketing. International examples are used to provide a truly global perspective to the food system. A driving philosophy for success in the food system is total quality management, where all members-producers, processors, manufacturers, distributors, retailers, and food service outlets understand that they are both suppliers and buyers and that the final quality of the consumer product depends on the actions of all people in the food system. To work together successfully, all food system members need a basic knowledge of the different areas and different types of marketing: commodity, industrial, food service, and consumer, which this book offers.

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