



Agribusiness Management (Routledge Textbooks in Environmental and Agricultural Economics)

Freddie L. Barnard, Jay T. Akridge, Frank J. Dooley, John C. Foltz, Elizabeth A. Yeager

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Today's food and agribusiness managers operate in a rapidly changing, highly volatile, international, high technology, consumer-focused world. This new edition of *Agribusiness Management* was written to help prepare students and managers for a successful career in this new world of food and fiber production and marketing.

Agribusiness Management uses four specific approaches to help readers develop and enhance their capabilities as agribusiness managers. First, this edition of the book offers a contemporary focus that reflects the issues that agribusiness managers face both today and are likely to face tomorrow. Specifically, food sector firms and larger agribusiness firms receive more attention in this edition, reflecting their increasing importance as employers of food and agribusiness program graduates. Second, the book presents conceptual material in a pragmatic way with illustrations and examples that will help the reader understand how a specific concept works in practice. Third, the book has a decision-making emphasis, providing contemporary tools that readers will find useful when making decisions in the contemporary business environment. Finally, *Agribusiness Management* offers a pertinent set of discussion questions and case studies that will allow the reader to apply the material covered in real-world situations.

The bottom-line on this fourth edition of *Agribusiness Management*: this book is contemporary, solid on the fundamentals, practical and applicable. It provides students and adult learners with an essential understanding of what it takes to be a successful agribusiness manager in today's rapidly evolving, highly unpredictable marketplace.

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