



Introduction to Food and Agribusiness Management

Greg A. Baker, Orlen Grunewald, William D. Gorman

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This complete introduction to the entire field of agribusiness provides detailed coverage of the four basic topics of business: *accounting, financing, marketing, and management*,—as well as forms of business organization. Chapter topics include an overview of food and agribusiness management; understanding financial statements; financial analysis and planning; financing the agribusiness; capital investment analysis; strategic marketing; the marketing mix; operations management; managing organizations; and human resources management. For an understanding of the rapidly changing, increasingly industrialized and global area of agribusiness management.

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