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Nota di contenuto	Title Page; Table of Contents; About the authors; Chapter 1: Seafood and aquaculture markets; Global trends in seafood and aquaculture markets; Are aquaculture products different from agriculture products?; Aquaculture market synopsis: tilapia; Summary; Study and discussion questions; References; Chapter 2: Demand and supply: basic economic premises; What is economics?; Demand; Supply; Price determination; Elasticity; Market structures and implications for competition and pricing; Special demand and supply conditions; Aquaculture market synopsis: salmon; Summary Study and discussion questionsReferences; Chapter 3: Seafood and aquaculture marketing concepts; What is marketing?; Marketing plan; Market products; Supply chain and value chain; Processors; Market or distribution channels; Transportation; Wholesaling; Brokers; Retailing; Direct sales; Profit margins; Economies of scale in marketing; Supply chain management; Pricing systems; Price behavior, trends, and fluctuations; Geographic markets; Product storage; Market power;

Advertising and promotion; Product grades, quality, and marketing implications; International trade

Aquaculture market synopsis: shrimp and prawns Summary; Study and discussion questions; References; Chapter 4: Market trends; The role of imports in U.S. seafood markets; U.S. seafood consumption; Food consumption away from home; Convenience in food preparation and consumption; Demand for healthy and wholesome foods; Sustainability and seafood; Traceability and labeling of seafood products; Seafood and the "local food" movement in the U.S.; Organic seafood; Wholesale-retailer integration in the food system; Electronic Data Interchange (EDI); The Efficient Consumer Response (ECR)

The Efficient Food service Response (EFR) E-commerce; Aquaculture market synopsis: Pangasius spp. (swai, basa, and tra); Summary; Study and discussion questions; References; Chapter 5: Seafood market channels; Market channels for primary seafood products; Price discovery for primary commodities; Participation in food market channels; Channel ownership and control for secondary products; Consolidation and channel control; Channel coordination and leadership for secondary products; Channel agreements; Channel conflict; Aquaculture market synopsis: trout; Summary; Study and discussion questions

References Chapter 6: Seafood and aquaculture product processing; Processing; Structure of the seafood and aquaculture product processing industry; Plant location; Law of market areas; Capacity utilization; Innovation and branding; Challenges in aquaculture product processing; Aquaculture market synopsis: U.S. channel catfish; Summary; Study and discussion questions; References; Chapter 7: The international market for seafood and aquaculture products; The basis for trade; Dimensions of the international market; Trade policy tools; Trade policy in seafood and aquaculture; U.S. Antidumping Byrd Amendment, Continued Dumping and Subsidy Offset Act of 2000

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