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Nota di contenuto	Cover -- Table of Contents -- Glossary -- 1. Floriculture: A Global Industry -- 2. Greenhouse Construction -- 3. Greenhouse Heating -- 4. Greenhouse Cooling -- 5. Environmental Control Systems -- 6. Root Substrate -- 7. Root Substrate Pasteurization -- 8. Watering -- 9. Fertilization -- Color Plates -- 10. Carbon Dioxide Fertilization -- 11. Light and Temperature -- 12. Regulation of Plant Growth -- 13. Insecty and Mite Management in Greenhouses -- 14. Disease Management -- 15. Maintaining Postproduction Quality -- 16. Business Management -- 17. Marketing -- Index.
Sommario/riassunto	For courses in Greenhouse Management. Based on the author's life-long practical experiences both in the industry and in research, Greenhouse Operation and Management, Seventh Edition, offers students a state-of-the-art guide to the operation of commercial flower and vegetable greenhouses. The text presents coverage in the order in which decision-making concerns occur for a person entering the greenhouse business. Exceptionally comprehensive, yet accessible, it provides detailed, step-by-step instructions in layman's terms for ALL aspects of the business-from the physical facilities, to the day-to-day operations, to business management and marketing.