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| Nota di contenuto       | Contents; Contributors; Acknowledgements; Introduction; 1 A Way Forward for Frankenstein Foods; 2 A Comparison of Consumer Attitudes towards GM Food in Ireland and the United States: a Case Study Over Time1; 3 Differences in Public Acceptance between Generic and Premium Branded GM Food Products: an Analytical Model; 4 Is European Consumers' Refusal of GM Food a Serious Obstacle or a Transient Fashion?; 5 Estimates of Willingness to Pay a Premium for Non-GM Foods: a Survey; 6 A Consumer-based Approach towards New Product Development through Biotechnology in the Agro-food Sector |

7 The Impact of Bovine Somatotropin on Farm Profits8 The Importance of Feed Management Technologies in the Decision to Adopt Bovine Somatotropin: an Application to California Dairy Producers; 9 The Potential Effect of Recombinant Bovine Somatotropin on World Dairying; 10 Gains to Yield-increasing Research in the Evolving Canadian Canola Research Industry; 11 Determinants of GMO Use: a Survey of Iowa Maize-Soybean Farmers' Acreage Allocation1; 12 Estimating Adoption of GMO Soybeans and Maize: a Case Study of Ohio, USA 13 Ex ante Economic Assessment of Adopting Genetically Engineered Crops in Finland14 Biotechnology, Farm Management and Local Agricultural Development1; 15 Public Acceptance of and Benefits from Agricultural Biotechnology: a Key Role for Verifiable Information; 16 Science and Regulation: Assessing the Impacts of Incomplete Institutions and Information in the Global Agricultural Biotechnology Industry; 17 Quantifying Scientific Risk Communications of Agrobiotechnology; 18 Time Series Analysis of Risk Frames in Media Communication of Agrobiotechnology 19 Case Study in Benefits and Risks of Agricultural Biotechnology: Roundup Ready Soybeans20 Labelling for GM Foods: Theory and Practice; 21 Estimating the Costs of Segregation for Non-biotech Maize and Soybeans; 22 Endogenous Demand and Optimal Product Regulation: the Case of Agricultural Biotechnology; 23 Tobin's q and the Value of Agriceutical Firms; 24 The Structure of the European Agro-food Biotechnology Industry: Are Strategic Alliances Here to Stay?; 25 Market Structure in Biotechnology: Implications for Long-run Comparative Advantage 26 Biotechnology in the Supply Chain: Managing a Product Differentiating TechnologyIndex

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Sommario/riassunto

This work addresses key issues in market development for genetically modified foods. It focuses on: consumer reactions to GM food information; regulatory issues; farmer acceptance of biotech products; changes in industrial organization in life science and food sectors.

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