

1. Record Nr.	UNINA9910481698503321
Autore	Bonetti Luca
Titolo	La diuota rappresentatione di santa Caterina vergine, e martire [[electronic resource]]
Pubbl/distr/stampa	Siena, : [s.n.], 1580
Descrizione fisica	Online resource ([10] c., 4°)
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Reproduction of original in Biblioteca Nazionale Centrale di Firenze.
2. Record Nr.	UNINA9910782284503321
Titolo	Marketing trends for organic food in the 21st century [[electronic resource] ] / / editor, George Baourakis
Pubbl/distr/stampa	[River Edge], NJ, : World Scientific, c2004
ISBN	1-281-95601-5 9786611956011 981-279-662-2
Descrizione fisica	1 online resource (363 p.)
Collana	Series on computers and operations research ; ; v. 3
Altri autori (Persone)	BaourakisGeorge
Disciplina	338.17641302
Soggetti	Natural foods - Marketing Natural foods industry
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	CONTENTS ; Preface ; Market Outlooks ; Producers' Attitude ; Consumer Behaviour ; ; Distribution Networks ; Potential Marketing ; The Marketing Mix ; Challenges ; Outline of

the Book ; The Market for Organic Products  
Predicting Developments in Organic EU Markets - Are the Competitive  
Patterns in the Danish Case Useful?  
1 Organics in Denmark from 1987 to 2002  
; 2 Understanding the Market(s) ; 3 Implications  
of the Danish Experience for Other Organic Markets in the EU  
The Market and Welfare Effects of the New National Organic Program  
1 Introduction ; 2 Market Conditions ; 3  
Consumption Decisions and Welfare Prior to the Introduction of the  
NOP ; 4  
Consumption Decisions and Welfare under the NOP  
; 5 Concluding Remarks  
Demand for Organically Produced Fruits and Vegetables in Northern  
Greece 1  
Introduction ; 2 Theoretical Background  
; 3 Methodology ; 4 Results ; 5 Summary and  
Conclusions ; Trends in the Marketing of Organic  
Grains and Oilseeds in the U.S.  
; 1 Introduction  
2 Organic and Conventional Grain and Oilseed Markets in the US  
3 Modeling the Interaction of Organic and Conventional Markets  
; 4 Marketing Margins and Price Premium of Organic Products  
; 5 Final Remarks  
Current State of the Art of Legislation and Marketing Trends of Organic  
Foods Worldwide

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#### Sommario/riassunto

The marketing of organic products is viewed as a significant link between the production side of the business and the consumers, thereby facilitating the distribution of these relatively new products. It has become obvious that companies can organize organic production and influence consumers' purchasing behaviour through the employment of appropriate marketing strategies. This book explores the marketing trends for organic food products through the analysis of those elements that contribute to the expansion of the organic product market. It will aid marketers in facing the challenges that th

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