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Nota di contenuto	CONTENTS; EDITORIAL ADVISORY BOARD; A new approach to elicit consumers' willingness to purchase genetically modified apples; Food industry awareness of consumers' plant food beliefs; Consumer perceptions of meat production; Development and empirical test of a grocery retail instore logistics model; Exploring the gap between attitudes and behaviour; The development of the European market for organic products: insights from a Delphi study;
Sommario/riassunto	This e-book draws together current and topical research from around the globe on gaining competitive advantage in food and agri-business industries worldwide. Consumer purchasing behaviour and perceptions of genetically-modified foods, organic foods, plant foods and meat are considered, with a view to establishing how industry can better understand and inform consumers to achieve competitive advantage.