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groups: world and selected European countries; 1.6 Further reading; 2 Creating added value in companies and enterprises; 2.1 Value-creation processes; 2.1.1 Producing goods and services; 2.1.2 Creating value added; 2.1.3 Value chain in wood processing; 2.1.4 Wood-processing networks; 2.1.5 Environmental benefits and social services; 2.1.6 Cluster analysis in the forest-based sector
2.1.7 Maintaining the natural resource base
2.2 Enterprises and companies; 2.2.1 System structure, transformation process and legal form; 2.2.2 Forest enterprises; 2.2.3 Enterprises of the wood-based sector; 2.2.4 Size and business location; 2.2.5 Horizontal and vertical cooperation; 2.3 Entrepreneurship; 2.3.1 Innovation - an entrepreneurial challenge; 2.3.2 Factors of change in the wood-processing industry; 2.3.3 Human-environment systems interaction research; 2.4 Further reading; 3 Markets and marketing; 3.1 Markets; 3.1.1 Supply and demand; 3.1.2 Private and public goods
3.1.3 Market forms and market trends
3.1.4 Market life cycles; 3.1.5 Markets for wood-based products; 3.1.6 Customers for wood-based products; 3.2 Marketing; 3.2.1 Customer needs and marketable products; 3.2.2 Marketing policies; 3.2.3 Certification; 3.2.4 Marketing strategies and target markets; 3.2.5 Marketing instruments; 3.2.6 Implementing marketing strategies; 3.3 Further reading; 4 Management, human resources and organisation; 4.1 Management as an entrepreneurial challenge; 4.1.1 Management systems; 4.1.2 Directive functions and management areas
4.1.3 Decision-making and problem-solving processes

Sommario/riassunto

Forestry has long been in a rather favourable position in offering a valuable raw material source in high demand. However, with rapidly changing end-user demands and cost competitiveness within the forest and wood chain as a whole, the industry is needing to adapt. Explaining entrepreneurial action as part of a chain of comprehensive value-added processes leads to a new perception of forest production and wood processing. This book applies the main concepts of modern managerial science to the world of forestry and is the perfect book for students studying forestry and wood processing, as well
