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Sommario/riassunto	Modern' integrated value chains need not necessarily exclude the smallest producers as this book aims to explain in detail by case studies. The issue is particularly topical in India, where modern retailing has come to the scene only recently and the majority of whose population are still small farmers and artisans. Following a brief introduction to the problem, 14 case studies from India are presented to illustrate how it is being solved in practice. The book also discusses the impact of organized retailing on small-scale traders, and finally analyses the case studies for an overview,