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Nota di contenuto	Chapter 1 Overview of agribusiness managerial and marketing advancements -- Chapter 2 Family farming systems of angola: define, analyse and refine -- Chapter 3 Sustainability of Italian listed companies in Non-Financial Reporting -- Chapter 4 Animal welfare and major european food retailers -- Chapter 5 Csr communication practices in the Portuguese agri-food sector: national clusters as case study -- Chapter 6 Improving the small farmers' agribusiness orientation in the lavender industry: an empirical study in the Emilia-Romagna Apennines -- Chapter 7 Quality Schemes and Geographical

Indicators in the Cheese Agribusiness and the case of the Cypriot traditional cheese Halloumi -- Chapter 8 From wine production/consumption to wine exportation/importation – An exploratory analysis about the competitive structure of the wine industry -- Chapter 9 Circular business models and organic waste valorisation practices in agribusiness: a systematic literature review -- Chapter 10 Women's Role in Rural Agriculture, Importance, and Constraints to Women's Entrepreneurship in Türkiye -- Chapter 11 Wine Industry Resilience and Strategy Under Crisis: the case of Sicilian Cooperatives.

Sommario/riassunto

Agriculture is the oldest and most traditional of economic sectors, and its business has seen major evolutionary leaps over the past century. Contemporary agribusiness is being influenced and reshaped by technological advancements, geopolitical developments, globalisation, transport and logistics innovations, as well as changes in industry structure and consumer behaviour. Reflecting on these changes and providing a deep dive into this sector, this two-volume scientific works' collection defines, refines, analyses, and prescribes the evolution of agribusiness in the present and future. Taken together, the books offer a comprehensive conceptualisation of the multifactorial macro, micro and organisational elements of agribusiness, including strategic, managerial, marketing, technological and geo-socio-political forces. Volume I explores the strategic, managerial and marketing aspects of contemporary agribusiness, and descriptively and prescriptively investigates the organisational and immediate industry practices and sectoral forces. Topics covered include circular business models, CSR communication practices, digital marketing, organisational sustainability and contemporary farming systems, to name a few.
