

1. Record Nr.	UNINA9911019106303321
Autore	Engle Carole Ruth <1952->
Titolo	Aquaculture marketing handbook / / Carole R. Engle, Kwamena Quagrainie
Pubbl/distr/stampa	Ames, Iowa, : Blackwell Pub. Professional, c2006
ISBN	9786612365010 9781282365018 1282365010 9780470277690 0470277696 9780470276433 0470276436
Edizione	[1st ed.]
Descrizione fisica	1 online resource (286 p.)
Altri autori (Persone)	QuagrainieKwamena
Disciplina	664/.94/0688
Soggetti	Aquaculture industry Seafood industry Aquaculture - Marketing Seafood - Marketing Aquaculture industry - United States Seafood industry - United States
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 (p. 229-243) and indexes.
Nota di contenuto	Seafood and aquaculture markets -- Demand and supply, basic economic premises -- Aquaculture marketing concepts -- Aquaculture growers and their marketing choices -- Seafood and aquaculture product processing -- Participation and leadership in marketing channels -- Marketing by farmer groups -- Wholesaler marketing -- Market trends -- The international market for seafood and aquaculture products -- Policies and regulations governing aquaculture marketing -- Planning marketing strategies (identifying target markets) -- Marketing research methodologies.
Sommario/riassunto	Markets, marketing, and trade have become ever more important to growing aquaculture industries worldwide. The diversity and

idiosyncrasies of the aquaculture and seafood markets call for understanding information that is unique to these markets. Presenting fundamental principles of marketing and economics from a user-friendly, how-to perspective, the Aquaculture Marketing Handbook will provide the reader with the tools necessary to evaluate and adapt to changing market conditions. The Aquaculture Marketing Handbook provides the reader with a broad base of information

---