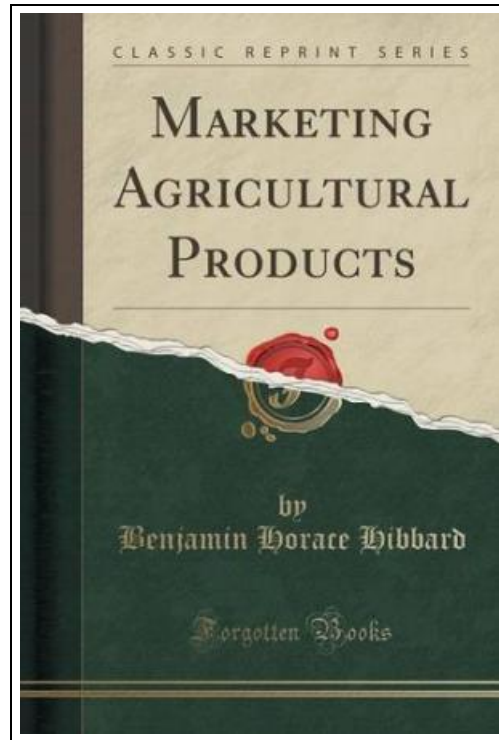


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Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Excerpt from Marketing Agricultural Products The purpose of this book is to serve as the basis of a study of marketing both for college students and those more directly connected with the actual operations of selling farm products. It will be noticed that no attempt has been made to furnish a compendium, or handbook, of facts. The facts and descriptions of the marketing process are much more readily obtainable than are discussions of principles. It has been my purpose to discuss principles, using facts and descriptions as needed for illustrative purposes. The field of marketing is expanding so rapidly, in fact is already so large, that no one book is likely to cover everything, or even make a respectable attempt at doing so. From some years of experience in teaching marketing in the classroom it has seemed advisable to use a great deal of library material as collateral reading, both for teacher and student. The facts of marketing are accumulating in such quantities and are changing so constantly that any description is likely soon to be out of date. At least one way to conduct a course is to present in the classroom the main principles and setting of the subject matter, leaving to the ingenuity of the teacher the arrangement for student use of a large amount of descriptive source material as fresh from the field as possible. The easiest part of preparing a book of this sort is the writing of the descriptive chapters, such as are found in Part III. They could be expanded indefinitely. The intention has been to give a few descriptions of a sketchlike nature, and enough references to enable the...



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