



Economics and Management of the Food Industry (Routledge Textbooks in Environmental and Agricultural Economics)

Jeffrey H. Dorfman

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This book analyzes the economics of the food industry at every stage between the farm gate and the kitchen counter.

Central to the text are agricultural marketing problems such as the allocation of production between competing products (such as fresh and frozen markets), spatial competition, interregional trade, optimal storage, and price discrimination.

Topics covered will be useful to students who expect to have careers such as food processing management, food sector buying or selling, restaurant management, supermarket management, marketing/advertising, risk management, and product development. The focus is on real world-relevant skills and examples and on intuition and economic understanding above mathematical sophistication, although the text does draw on the nuances of modern economic theory.



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