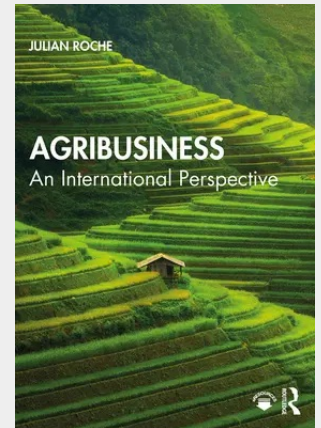


Roche

Agribusiness

An International Perspective

Agribusiness offers a unique introduction to the business of agriculture: what agribusiness is, why it matters, what the role of technology is, how trade fits into the picture, what its key risks are, who is lending and investing and why, and what returns they are getting. It is both practical in orientation – focusing on the role of managers in the industry as well as that of lenders and investors – and international in scope – drawing on case studies and interviews with key figures all over the world. The text ranges across various agricultural commodities to stress that there is no 'one size fits all' solution and successful management, lending or investment in agribusiness requires understanding specifics. Readers are introduced to the economics of the supply and demand of food, the role of agricultural trade, agricultural marketing and farm management along with key business aspects including: - Main drivers of agribusiness value; - Principal risks of agribusinesses; - Agribusiness as an investment class; and - Agribusiness lending: why, who and how. This engaging textbook offers a complete guide to the international business of agriculture which is ideal for all students, scholars and practitioners. A selection of eResources is also available to supplement this text, and instructors will find PowerPoint slides, discussion questions, case studies and further teaching materials available to them.



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