



Principles of Agribusiness Management, Fifth Edition

James G. Beierlein, Kenneth C. Schneeberger, Donald D. Osburn

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Managers in all areas of the agri-food system must be competent, flexible, and informed. *Principles of Agribusiness Management* provides the vital insights and tools necessary to achieve success in a collaborative and interactive manner. The authors present the material clearly with a step-by-step approach that focuses on strategic planning and management. In conjunction with learning objectives and end-of-chapter highlights and quizzes, each chapter features two case studies that highlight the current trends and practices of agribusiness.

An exciting feature of the fifth edition includes three powerful learning tools: Discussion Starters, Strengthen Your Skills, and Start Your Business. Timely and provocative, these tools facilitate in-class discussion, develop entrepreneurial skills, and explore key topics affecting the agri-food system. Globalization, leadership, competitiveness, technology, and planning are only some of the areas that are examined within the context of the changing world of agribusiness.

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