



# Agro-food Marketing

*Daniel I. Padberg, Christopher Ritson, Luis Miguel Albisu*

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The purpose of this book is to integrate aspects of food product marketing with traditional agricultural marketing. This novel approach fills a gap in the current literature and reflects a growing trend to teach these subjects in an integrated way. The authors are leading authorities from the USA and Europe and the book has been developed from a very successful series of courses run for several years by the International Center for Advanced Mediterranean Agronomic Studies (CIHEAM) in Zaragoza, Spain. These courses have been attended by postgraduates from a wide range of countries, so the book is likely to have worldwide appeal.

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