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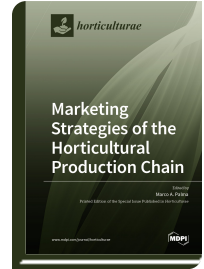
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## **Marketing Strategies of the Horticultural Production Chain**

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ISBN 978-3-0365-0402-5 (Hardback)  
ISBN 978-3-0365-0403-2 (PDF)



This book consists of a series of articles that present novel trends in horticulture marketing and some of the key supply chain management issues for the horticulture industry across a wide range of geographical regions.



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