



Marketing Trends for Organic Food in the 21st Century (Computers and Operations Research, Vol. 3)

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The marketing of organic products is viewed as a significant link between the production side of the business and the consumers, thereby facilitating the distribution of these relatively new products. It has become obvious that companies can organize organic production and influence consumers' purchasing behaviour through the employment of appropriate marketing strategies. This book explores the marketing trends for organic food products through the analysis of those elements that contribute to the expansion of the organic product market. It will aid marketers in facing the challenges that the organic food sector will encounter in the future.

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