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*Special Issue Reprint*

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

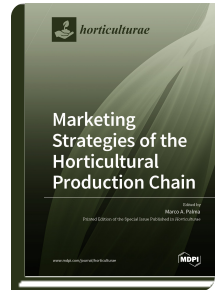
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This book consists of a series of articles that present novel trends in horticulture marketing and some of the key supply chain management issues for the horticulture industry across a wide range of geographical regions.



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