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**BIBLIOGRAPHY OF HORTICULTURAL PRODUCT MARKETING
AND RELATED TOPICS**

Enrique E. Figueroa

**Department of Agricultural Economics
New York State College of Agriculture and Life Sciences
A Statutory College of the State University
Cornell University, Ithaca, NY 14853-7801**

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BIBLIOGRAPHY OF HORTICULTURAL PRODUCT MARKETING AND RELATED TOPIC PAPERS

by

Enrique E. Figueroa

This bibliography is the result of approximately five years of collecting and cataloguing publications related to my extension responsibilities--horticultural product marketing. The majority of the publications are since 1980--for the strategy was to have the bibliography reflect more recent developments. One unique aspect of this bibliography is that it includes a large representation of publications from specific Universities and/or Departments that generally are not included in the standard electronic data bases or Land Grant University libraries. Many of the publications are very commodity specific and/or market channel specific. The bibliography is designed to serve extension agents and student needs, but faculty and industry members may also find it useful as a quick reference. All the publications are available in the author's office and the possibility exists for requesting use of the publications and/or having xerox copies.

The bibliography is arranged in alphabetical order by subject categories. For example, the first subject category is "Advertising" and sub-categories are "Advertising--Measurement of Effect". In fact, there is a subject category titled, "Bibliographies". Subjects such as, "Farm Labor", "Food Demand", "Food Safety", "Fruits and Vegetables", "Market Analysis", "Marketing", "Nursery Industry", "Pesticides", "Supermarkets", and "Trade" include relatively large number of references. Up to now, the library has served both undergraduate and graduate students well because of the 'user friendliness' of the system. The listings are all in an electronic data base and in the future it will become accessible electronically.

Any individual with knowledge of relevant publications that should be included is urged to please refer the omitted publications to the author.

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