

July 1980

A.E. Res. 80-II

A.E. FILE COPY

A SURVEY OF GRADUATE MARKETING COURSES IN AGRICULTURAL ECONOMICS

Andrew Novakovic
and
Lana Hall

Department of Agricultural Economics
Cornell University Agricultural Experiment Station
New York State College of Agriculture and Life Sciences
A Statutory College of the State University
Cornell University, Ithaca, New York 14853

Preface

Andrew Novakovic and Lana Hall are Assistant Professors in the Department of Agricultural Economics at Cornell University.

Requests for additional copies of this paper should be directed to:

Andrew Novakovic
or Lana Hall
Department of Agricultural Economics
Cornell University
312 Warren Hall
Ithaca, NY 14853

Table of Contents

	<u>page</u>
Introduction	1
A Brief Analysis	2
Graduate Course Summaries	5
Bibliography	51
Appendix	
Comprehensive List of Participating Universities	111

Introduction

Marketing has always been an integral part of the discipline of agricultural economics, with marketing courses making up an important component of agricultural economics curricula. The purpose of this survey of marketing course outlines is to facilitate a dialogue and exchange of ideas about marketing courses currently offered in agricultural economics among teachers of agricultural marketing. It is hoped that this exchange may provide a basis for possible improvements in the marketing curriculum.

Seventy-four universities across the United States were asked to provide course outlines, syllabi, reading lists, and other materials relating to marketing courses offered in agricultural economics departments. Responses were received from fifty-three universities. A list of participants is provided in the Appendix. Thirty graduate level courses, representing twenty-five universities, are included in this survey.

Our intent is to focus on courses that could be identified as the primary graduate course in agricultural marketing offered by each of the responding universities. For that reason, specialized courses, such as those dealing principally with price analysis, futures markets, specific commodities, cooperatives, or marketing management were not incorporated into this survey, unless such a course was the only course in marketing offered at the graduate level by a school.

The materials received have been organized and summarized into a standard format, consisting of:

- (1) Course Title
- (2) Number of Credits
- (3) Course Objectives
- (4) Textbook
- (5) Course Outline
- (6) Reading List.

Summary sheets for each course are presented below. Courses taught at universities known to operate on a quarter system are denoted by the word "quarter," placed after the number of credits. Reading lists from all courses have been combined into a master bibliography, which appears after the Course Summaries section. For each individual course summary, the number that appears in the reading list section (section 6) corresponds to the numbered references in the Bibliography. An "N.A." (not available) on a Summary Sheet indicates that the corresponding information was not included in the received materials.

A Brief Analysis

Marketing encompasses a vast body of literature, theory, and methods. A quick scan of the course summaries will confirm that the field of marketing is too vast to be covered in its entirety in a single course. Although the taxonomy is not well defined, the courses contained herein can probably be described as either traditional or modern, depending on the subject matter emphasized. (Examples are given below.)

By traditional, we refer to marketing courses that focus on the theories developed to explain economic behavior when market conditions approach the competitive ideal. In other words, these courses might include topics on (Marshallian) theories of the consumer and firm and the classic marketing questions of when, where, what, how, and to whom goods and services are produced and distributed. These courses often have a methodological slant and may explore spatial, temporal, multi-product and/or plant location modeling techniques. Cost, efficiency, and price determination would be approached assuming competitive conditions prevailed in the market.

The modern type of marketing course, by our taxonomy, may best be described as being built around the structure-conduct-performance paradigm or industrial organization theories. Price determination in these courses is more concerned with market structure, coordination, and the bargaining process. Topics on imperfect competition and legal issues, such as anti-trust, are often important components of such courses. The modern course, being concerned with structure, is more likely to have topics on cooperatives, marketing orders, advertising, and the like.

Given this admittedly imperfect nomenclature, we would identify approximately one-third of the courses contained herein as modern, about one-fifth are traditional, roughly one-third have elements of both modern and traditional courses, and three could not be identified with either category. Examples of the modern marketing courses would be the courses numbered XI, XIV, XVIII, and XXVII. Examples of what we have categorized as traditional marketing courses would be the courses numbered IV, XVII, XXII, and XXIV. Courses numbered XIII, XIX, XXV, and XXVI, contain elements of both the traditional and modern approach. The substance of courses XXI and XXIII are unknown. Course XXIX, which fits neither the traditional nor modern category, seems to be best described as the type of marketing course one might expect to be taught in a business school.

The subject matter covered in these courses varied, but some similarities can be found. Standard industrial organization topics on structure, conduct, and performance are covered in about two-thirds of the courses. About one-third of the courses cover such topics as supply and demand theory, imperfect competition theory, and empirical modeling and theoretical approaches to the questions of space, time, and form. About one-fifth to one-fourth of the courses contained topics such as futures markets, commodity models, cooperatives, market orders, and international or interregional trade. About one-fourth

of the courses had a unit on the relation of marketing to economic development. And, about one-third of the courses had sections devoted to the policy and welfare implications of marketing problems and government marketing programs.

The range and diversity of subject areas is reflected in the course reading lists.¹ Three courses had no readings listed other than a textbook. Several had less than 10 readings. A few had quite long reading lists, which one might assume were used more as reference lists than only for assigned reading.

There was very little uniformity or overlap of cited references across courses, as the number of references probably suggests. Table 1 shows that frequency with which references were cited. Bressler and King's text, Markets, Prices, and Interregional Trade (123) was cited most frequently, 13 times. Bain's book, Industrial Organization (56) is cited in 10 courses, Breimyer's book, The Economics of Product Markets of Agriculture (105) and the article by Clodius and Mueller, "Market Structure Analysis as an Orientation for Research in Agricultural Economics," (155) are cited 9 times. Other authors that are cited six to eight times are: Breimyer (104), Scherer (683), Sorenson (729), Handy and Padberg (327), Martin (517), Farris (240), King and Logan (420), and Marion and Handy (506). One-half of the courses do not list a text. The most frequently used texts (four times each) are Bressler and King (123) and Scherer (695).

Although it is difficult to be certain, one might surmise that the books by Bressler and King, Bain, and Breimyer are listed primarily as general references. The large number of references used in these 30 courses and the fact that 95% of the references are used in only three courses or less (78% are used in only one course) is quite interesting, although it is hard to draw any meaningful conclusions from those data. Perhaps it suggests that the literature is sufficiently broad to enable us to rely on a number of works. It also suggests that marketing is such a broadly defined area that it is difficult to describe it with a compact set of literature. A careful search of the course summaries also indicates that many instructors use the works of authors located in their own department or school to illustrate a concept or for empirical examples. This results in a large number of references that are used at only one school. For new subjects, it may be that a seminal writing has not yet been clearly identified. For traditional topics, perhaps so much has been written that no one author or article best explains the topic.

We will leave further analysis and resolution of these questions for the reader.

¹A number of references were omitted because they were incomplete or could not be deciphered. Also note that Bibliography numbers 565 and 818 were not used.

Table 1. The Frequency Distribution of Numbered References.

Number of Courses in which Reference is Used	Reference Number ^a (and Number of References)
13	123 (1)
10	56 (1)
9	105, 155 (2)
8	104, 683, 729 (3)
7	327, 517 (2)
6	240, 420, 506 (3)
5	149, 235, 282, 437, 542, 647, 716, 751, 802 (9)
4	116, 147, 157, 158, 247, 248, 280, 286, 359, 422, 446, 501, 601, 705, 706, 776, 823 (17)
3	46, 96, 118, 208, 236, 252, 269, 386, 404, 428, 441, 463, 495, 505, 518, 552, 563, 584, 585, 619, 668, 676, 696, 698, 725, 731, 734, 746, 749, 752, 768, 793, 821 (33)
2	18, 20, 28, 31, 34, 40, 47, 48, 49, 52, 68, 69, 81, 84, 97, 98, 109, 120, 121, 150, 153, 160, 164, 165, 166, 171, 182, 184, 186, 191, 192, 195, 206, 211, 214, 220, 221, 234, 255, 256, 258, 259, 260, 267, 274, 283, 287, 302, 305, 306, 322, 334, 341, 343, 345, 354, 356, 364, 391, 401, 403, 413, 417, 421, 431, 448, 449, 455, 483, 511, 512, 523, 526, 538, 543, 544, 578, 579, 580, 591, 595, 599, 613, 620, 626, 630, 631, 645, 651, 662, 675, 677, 682, 692, 710, 712, 735, 736, 743, 763, 775, 783, 800, 801, 806, 807, 825, 828, 829, 831 (111)
1	all others (654)

^a The reference number corresponds to the numbered citation in the Bibliography.

GRADUATE COURSE SUMMARIES

1. Title: N.A.
2. Credits: N.A.
3. Objectives: N.A.
4. Text: None
5. Course Outline:

- I. The Theory of Demand

- A. Indifference maps and demand functions
- B. Income as a variable in demand
- C. Elasticity concepts
- D. Psychological and sociological bases for demand
- E. Derivation of aggregate demand

- II. Determination of Market Prices

- A. Theory of supply
- B. Supply and demand for marketing services
- C. Derived demand and supply
- D. A model of intermarket transfers
- E. Interregional competition

- III. Analytical Tools for Demand and Price Structures

- A. Basic concepts of regression and correlation
- B. Multiple regression
- C. Multi-equation models
- D. Distributed lag analysis

- IV. Transfers of Risk and Uncertainty

- A. Utility analysis of choices involving risk
- B. Futures markets

- V. Competition, Bargaining and Market Structure

- A. A model for analyzing bargaining situations
- B. Market structure analysis
- C. Vertical integration

6. Reading List:

- I. 2, 271, 464, 584, 598, 698
- II. 241, 330, 342, 437, 521, 698, 716
- III. 252, 260, 749, 802
- IV. 299, 716, 749
- V. 155, 240, 275, 386, 542, 673, 698, 820

II

1. Title: Economic Analysis of Demand and Trade
2. Credits: 3 (quarter)
3. Objectives: To identify important problems and alternative methods of analysis in demand, interregional trade and location; and to provide students with guidance in an "in depth" literature review in an area of their interests.
4. Text: None
5. Course Outline:

I. Consumer Demand

- A. Demand interrelationships
- B. Separability
- C. Cross section data analysis
- D. Demand projections

II. Commodity Models

- A. Some examples
- B. Intraseasonal models

III. Marketing Aspects

- A. Economic performance
- B. Cooperative bargaining and market control programs

IV. Optimal Location and Spatial Equilibrium Models

6. Reading List:

- I. 36, 38, 63, 64, 65, 66, 80, 91, 92, 97, 125, 128, 194, 198, 199, 272, 286, 293, 295, 296, 302, 303, 331, 339, 340, 369, 374, 375, 376, 377, 401, 440, 448, 451, 458, 470, 569, 617, 621, 628, 633, 638, 652, 667, 670, 679, 753, 754, 755, 756, 765, 766, 830, 834, 838
- II. 78, 81, 146, 181, 224, 227, 253, 262, 267, 268, 282, 289, 290, 310, 346, 352, 372, 373, 418, 424, 441, 442, 447, 475, 480, 482, 491, 494, 496, 516, 517, 568, 570, 590, 623, 674, 733, 802, 835
- III. 49, 76, 81, 96, 150, 155, 184, 355, 356, 360, 391, 431, 486, 487, 506, 524, 547, 580, 599, 624, 626, 640, 668, 692, 702, 703, 707, 710, 784, 805, 826, 836
- IV. 10, 72, 74, 123, 197, 214, 174, 297, 317, 321, 347, 349, 388, 405, 419, 421, 422, 423, 439, 453, 462, 473, 481, 497, 498, 517, 518, 522, 606, 647, 677, 689, 720, 726, 751, 759, 760, 761, 773, 777, 819, 824, 825, 837

III

1. Title: Agricultural Product Marketing
2. Credits: N.A.
3. Objectives: N.A.
4. Text: None
5. Course Outline:

- I. Background Reading in Marketing
- II. Industrial Organization
- III. Behavior in The Beef Market
- IV. Who Will Market Your Products?
- V. Oligopoly
- VI. International Trade and Barriers
- VII. Marketing in Developing Economies

6. Reading List:

- I. 26, 102, 109, 115, 255, 546
- II. 167, 234, 344, 506, 509, 620
- III. 16, 17, 285, 787
- IV. 429
- V. 18, 19, 145, 307
- VI. 7, 8, 366, 367, 489, 691, 785
- VII. 220, 335

IV

1. Title: Intermediate Consumption Economics and Agricultural Marketing
2. Credits: 4 (quarter)
3. Objectives: Theoretical foundations of consumer choice and demand theory are covered at the intermediate level. Consumption and demand for agricultural products and services are theoretically and empirically analyzed. The role of demand and consumption in the allocation of products through the time, form and space dimensions of markets are analyzed.
4. Text: None
5. Course Outline:
 - I. Economic Theory of Consumer Behavior
 - A. Historical development
 - B. Critical assumptions underlying theoretical development
 - C. Cardinal utility concept
 - D. General maximization procedure
 - E. Marginal rate of substitution
 - F. Ordinal utility
 - G. Indifference curves
 - H. Demand functions
 - I. Income and substitution effects
 - J. Price and income elasticities
 - K. Price, income and budget relationships (Cournot Aggregation, Engle Aggregataion, etc.)
 - L. Aggregate market demand
 - M. Applied demand analysis (time series and cross-sectional approaches)
 - N. Demand shifts
 - O. Price flexibilities

II. Consumer and Market Demand; Individual and Aggregate Supply; Price Discovery

- A. Assumptions of perfect competition
- B. Supply functions
- C. Market equilibrium
- D. Derived demand and marketing margins

III. Spatial market equilibrium

- A. Spatial market equilibrium (spatially separated competitive markets)
 - 1. production and consumption fixed
 - 2. production and consumption variable
- B. Space and transfer cost
 - 1. transfer cost
 - 2. transfer surface
 - 3. alternative modes of transportation
 - 4. collection and delivery points
- C. Markets with spatially dispersed production
 - 1. site-price surface
 - 2. law of market areas
 - 3. market boundaries
 - 4. production costs and irregular transfer costs
- D. Efficient organization within market areas
 - 1. problem
 - 2. isolated plants
 - 3. competing plants
- E. Spatial market equilibrium--non-competitive markets
 - 1. introduction
 - a. types of price discrimination
 - b. types of firm behavior
 - c. elasticities and revenue functions
 - 2. market discrimination

IV. Market Equilibrium with Alternative Product Forms

A. Price equilibrium with alternative product forms

1. product form choices
2. product price boundaries
3. more than one plant
4. short run plant costs
5. measurement of plant costs

B. Multiple product plants

C. Multiple product forms and spatially separated markets

1. net values of raw product
2. product boundaries
3. market demands and supplies
4. seasonal variations in product boundaries
5. selection of product form

V. Temporal Market Equilibrium

- A. Time dimension and storage costs
- B. Two period demand
- C. Multi-periods
- D. Carry-over between production periods
- E. Allocation with the imperfect markets

6. Reading List:

- I. 159, 359, 452
- II. 123, 159, 282, 359, 480, 643, 776, 827
- III. 123, 359, 793
- IV. 123
- V. 123

1. Title: Industrial Organization of Agricultural Markets
2. Credits: 4 (quarter)
3. Objectives: Application of economic theory to analysis of market structure and its impact on conduct and performance of the industry in relation to other sectors of the economy. An evaluation of the effects of current public policy and institutional arrangements under which the marketing system operates.
4. Text: Frederic M. Scherer, Industrial Market Structure and Economic Performance, Chicago, Rand McNally, 1970.
5. Course Outline:
 - I. Introduction to Industrial Organization
 - A. Problems and concepts
 - B. Methods
 - C. History of industrial organization
 - D. Structure, conduct, and performance
 - II. Static Theory of Perfect Competition
 - A. Assumptions of perfect competition
 - B. Short run equilibrium
 - C. Industry supply curve
 - D. Long run equilibrium
 - E. Optimal equilibrium
 - F. Political arguments for perfect competition
 - G. Dynamics of industries
 - H. Industry cost analysis
 - I. Taxation and perfect competition
 - III. Monopoly Theory
 - A. Causes and assumptions
 - B. Equilibrium theory
 - C. Long run versus short run
 - D. Dynamics of the monopoly model
 - E. Cost analysis
 - F. Comparison of monopoly and perfect competition
 - G. Price discrimination
 - IV. Monopolistic Competition
 - A. Assumptions

- B. Equilibrium theory
- C. Comparisons with other models

V. Oligopoly Theory

- A. Assumptions
- B. Stackelberg model
- C. Kinked demand curve
- D. Collusive oligopoly
- E. Cartels and price leaderships
- F. Dominant firm theory
- G. Market sharing theory

VI. Industry Concentration

- A. Overview of concentration in agriculture industries
- B. Learner index
- C. Rothschild index
- D. Bain's index
- E. Papondreaus' index
- F. Consumer surplus
- G. Concentration ratios--SLC
- H. Lorenz curve
- I. Herfindahl index
- J. Hall-Tidemand and CCI Indices

VII. Markov Chains and Concentration

- A. Method and interpretation
- B. Applications and research

VIII. Conditions of Entry and Exit

- A. Entry and entry forestalling price theory
- B. Barriers to entry
- C. Product differentiation
- D. Economies to scale
- E. Absolute cost
- F. Market share

IX. Survey of Food Industries

- A. Overview of structures--by commodities
- B. The food commission
- C. Technical changes in agriculture
- D. Uniqueness of agriculture markets

X. Vertical Integration in Agriculture

- A. Coordination versus integration
- B. Why has it occurred
- C. Growth in cooperatives
- D. Alternative forms of vertical integration

XI. Cooperative Theory

- A. Micro theory
- B. Short and long run models
- C. Open and restrictive membership
- D. Structural dimensions of cooperatives
- E. Legal considerations

XII. Forward Pricing

- A. Problem of risk in agriculture
- B. Methods of forward pricing
- C. Futures trading and theory

XIII. Market Orders and Related Structures

XIV. Review of Legal Structure

- A. Mergers
- B. Joint ventures
- C. Cooperatives
- D. Others

6. Reading List:

683 (text)

VI

1. Title: Problems in Marketing Agricultural Products
2. Credits: 4
3. Objectives: Include identification of selected economic problems in the marketing of agricultural products, the examination of relevant economic theory and empirical methodologies needed for their analysis and interpretation of research results. Emphasis is placed on exploring advantages and disadvantages of alternative empirical approaches, examining their underlying assumptions and identifying potential directions for research.
4. Text: Raymond G. Bressler, Jr. and Richard A. King, Markets, Prices and Interregional Trade, New York, John Wiley and Sons, Inc., 1970.
5. Course Outline:
 - I. Agricultural Marketing: Introduction and Background
 - A. Marketing economics
 - B. Alternative criteria for analyzing marketing activities
 - C. Trade as an extension of micro-marketing
 - D. Marketing research
 - II. Productive Efficiency in Marketing Firms and Industries
 - A. Selected theoretical framework for analysis of productive efficiency
 1. production systems in marketing firms
 2. plant costs and length of operation
 3. multiple service plants
 - B. Measurement of firm and industry efficiency
 1. plant output and cost relationships
 - a. descriptive analysis
 - b. statistical analysis
 - i) frontier functions
 - ii) probabilistic approach
 - iii) unit profit function
 - iv) cost functions and economies of scale
 - c. economic engineering approach
 - d. survivor technique
 - C. Assembly and delivery costs
 1. spatial components of marketing costs

D. Efficient organization within market areas (plant location)

1. continuous space
2. discrete space

E. Marketing coordination systems

1. total system analysis
 - a. vertical integration
 - b. systems approach

F. Feasibility studies

III. Efficient Allocation Over Space, Form and Time

- A. Marketing margins and changes in marketing technology
- B. Spatial relationships
- C. Form relationships
- D. Temporal relationships
- E. Usefulness and limitations of pricing efficiency studies
- F. Market structure, conduct and alternative performance dimensions

IV. International Trade

- A. General principles and policies related to agriculture
- B. Measurement of the degree of protection
- C. Measurement of the effects of protection
- D. Estimating supply/demand relationships for international markets
- E. Commodity models
 1. general
 2. equilibrium econometric models
 3. spatial models
- F. Instability in national and international markets
- G. Government intervention

V. Price Making Institutions

- A. Alternative pricing arrangements
- B. Criteria for evaluating alternative pricing arrangements
- C. Cooperatives, bargaining, marketing orders and price discrimination

VI. Demand Stimulation

- A. Advertising
- B. Coupons
- C. Food stamps

VII

1. Title: Macro-Marketing in the Food Industries

2. Credits: 4

3. Objectives: N.A.

4. Text: None

5. Course Outlines:

I. An Analytical Framework for the Food Industries

- A. The modern consumer
- B. Components of the food dollar
- C. Behavior patterns of large food manufacturing firms
- D. Behavior patterns of large food retailers
- E. Industrial organization theory
- F. Interactions

II. Public Initiatives for Civilizing an Industrialized Food System

- A. Traditional antitrust
- B. Consumerism

6. Reading List:

I. 280, 327, 414, 530, 579, 584, 611, 613, 619, 639, 683

II. 32, 39, 191, 361, 615

VIII

1. Title: Economics of Agricultural Marketing
2. Credits: 3
3. Objectives: This course will focus primarily on marketing research. We will discuss economic theory and methods of analysis as they are applied to solutions of marketing problems. Previous research will be critically analyzed in terms of the use of theory and analytical methods. The purposes of the course are (1) to give the student a better understanding of the marketing process, and (2) to develop a greater capacity to conduct marketing research.
4. Text: Raymond G. Bressler, Jr. and Richard A. King, Markets, Prices and Interregional Trade, New York, John Wiley and Sons, Inc., 1970.

5. Course Outline:

I. Introduction

- A. Concept of a market
- B. Marketing functions
- C. Development of marketing research to present state of the arts
- D. Need for analysis in marketing research
- E. Problems in doing marketing research

II. Application of Theory to Marketing Problems

- A. Efficiency and the competitive norm
- B. Imperfect competition
- C. Market structure framework

III. Problems Regarding What to Market

- A. Form and quantity
- B. Grading
- C. Product differentiation
- D. Price discrimination
- E. Product mix
- F. Simple products and multi-product forms

IV. Problems Regarding When to Market

- A. Seasonal changes in supply and demand
- B. Storage
- C. Inventory
- D. Temporal flows
- E. Futures markets

V. Problems Regarding How to Market

- A. Costs and physical efficiency relationships

VI. Problems Regarding Where to Market

- A. Location theory
- B. Transportation costs
- C. Interregional competition
- D. Channels of trade
- E. Market areas
- F. Plant location
- G. Organization within markets and equilibrium between markets

VII. Regional Specialization and Trade

- A. Comparative advantage
- B. Product flows
- C. Regional price structures
- D. Institutional and other barriers to trade

VIII. Distribution of Marketing Returns

- A. Margins
- B. Incidence of changes in prices
- C. Welfare considerations

IX. Methods of Market Coordination

- A. Contracting
- B. Vertical integration
- C. Traditional coordination through pricing
- D. Commodity systems approach
- E. Transfer price problems
- F. Structure alternatives

X. Analysis of Institutional Factors

- A. Regulation and the concept of workable competition
- B. Industry organization
- C. Relations among market participants
- D. Modelling institutional factors

XI. Policy Analysis--with focus on welfare considerations

6. Reading List:

- I. 43, 44, 46, 105, 123, 157, 192, 216, 222, 437, 523, 537, 538, 576, 578, 705, 710, 716
- II. 41, 50, 51, 56, 69, 149, 154, 177, 239, 247, 249, 270, 359, 362, 400, 474, 479, 488, 506, 529, 577, 595, 649, 660, 665, 683, 687, 717, 725, 731, 748, 749
- III. 45, 52, 61, 123, 138, 178, 214, 242, 284, 360, 393, 448, 449, 526, 591, 632, 650, 659, 768, 802, 803, 807
- IV. 118, 123, 254, 441, 630, 676, 713, 748, 764, 776, 828
- V. 40, 48, 53, 84, 88, 121, 122, 123, 144, 156, 171, 201, 215, 235, 236, 287, 305, 306, 365, 416, 420, 446, 483, 517, 543, 544, 549, 601, 634, 647, 678, 751, 752, 763, 800, 801, 831
- VI. & VII. 42, 47, 48, 123, 140, 206, 244, 274, 341, 403, 404, 422, 605, 651, 662, 675, 783
- XI. 54, 323, 518

IX

1. Title: Advanced Agricultural Marketing
2. Credits: 3
3. Objectives: To delineate the field of agricultural marketing and explain its relevance to agricultural economics research. To develop an appreciation and understanding of the role of economic theory in agricultural marketing research and to apply this theory to agricultural marketing problems. Explain the changing economic structure of U.S. agricultural industries and identify the related implications of these changes. Outline and compare various criteria for evaluating the performance of agricultural markets and assess policy implications which influence performance. Define and explain the concept of market coordination, identify methods of coordination, and analyze the advantages and disadvantages of various coordination activities. To demonstrate the student's ability to organize, develop, and present in oral and written form an analytical piece of research dealing with one of the areas of agricultural marketing.
4. Text: N.A.
5. Course Outline:
 - I. Background.
 - II. Scope and Orientation of Agricultural Marketing Research.
 - III. Theoretical Background for Market Analysis.
 - IV. Efficiency in Marketing of Agricultural Products.
 - V. Cooperatives in Agricultural Marketing.
6. Reading List:
 - I. 105, 147, 208, 437, 716, 729
 - II. 109, 116, 155, 157, 212, 435, 683, 705, 706, 736
 - III. 57, 58, 83, 158, 249, 607, 683, 719, 749
 - IV. 120, 123, 235, 269, 425, 426, 685, 772, 804
 - V. 354, 386, 428, 550, 551

1. Title: Seminar in Marketing
2. Credits: N.A.
3. Objectives: To discuss monopolistic (sonistic) and oligopolistic (sonistic) market structure models with emphasis on application to agricultural processing and distributing firms. To discuss the various forms of vertical coordination and how they influence the structure and efficiency of the production-market interface. To discuss the principles of collective bargaining, and the application of bargaining to unorganized groups. To review recently published articles covering market structure, conduct and performance to analyze usage of the market models and bargaining tools in studies of existing and theoretical markets.
4. Text: None
5. Course Outline:
 - I. Introduction
 - II. Introduction to Imperfect Competition
 - III. Theory of Imperfect Competition (Sell side)
 - IV. Criticisms of Monopolistic Competition
 - V. Competition in Agriculture
 - VI. Theory of Imperfect Competition (Buy side)
 - VII. Concentration and Market Power
 - VIII. Antitrust Legislation
 - IX. Vertical Coordination
 - X. Collective Bargaining
6. Reading List:
 - I. 208
 - II. 149
 - III. 149
 - IV. 105, 203, 781
 - V. 594
 - VI. 594
 - VII. 240, 619
 - VIII. 191, 631
 - IX. 259, 443, 594

XI

1. Title: Agricultural Market Structure and Analysis
2. Credits: N.A.
3. Objectives: N. A.
4. Text: Frederick M. Scherer, Industrial Market Structure and Economic Performance, Chicago, Rand McNally, 1970.
5. Course Outline:

- I. Theory Review

- A. Use of ideal types
- B. Perfect competition theory and practice
- C. Monopoly theory
- D. Monopolistic competition theory and problems
- E. Oligopoly theory

- II. Market Structure

- A. Concentration
- B. Rationale: efficiency
- C. Product differentiation
- D. Market power
- E. Barriers to entry

- III. Market Conduct

- IV. Market Performance

- V. Antitrust and Public Policy Toward Business

6. Reading List:

- I. 30, 56, 67, 86, 149, 153, 165, 207, 209, 210, 247, 249, 259, 266, 318, 328, 336, 337, 358, 370, 401, 409, 415, 463, 476, 477, 478, 512, 593, 604, 647, 718, 721, 722, 734, 767
- II. 56, 73, 98, 155, 163, 395, 456, 495, 681, 688, 715, 739
- III. 56, 136, 351, 535, 635, 648, 724, 768
- IV. 18, 56, 164, 166, 327, 500, 603, 656, 682, 729, 796, 797
- V. 11, 12, 13, 36, 56, 90, 126, 329, 406, 407, 413, 417, 511, 528, 585, 618, 636, 812, 820, 833

XII

1. Title: Industrial Organization of Agricultural Markets
2. Credits: 3 (quarter)
3. Objectives: To assist students in the development of a conceptual framework and a set of analytical approaches for dealing with food system coordination problems in the U.S. and in less developed countries. To increase student familiarity with major agricultural marketing problems and future research opportunities. To familiarize students with agricultural marketing as a subject matter area in agricultural economics.
4. Text: None
5. Course Outline:
 - I. Introduction
 - II. Marketing and Economic Development
 - III. Market Organization and Performance
 - IV. Analysis of Productive Efficiency in Agricultural Marketing
 - V. Vertical Coordination of Agricultural Markets
 - VI. Special Topics
 - A. Agricultural cooperatives
 - B. Regulations
 - C. Transportation
 - VII. Future Research
6. Reading List:
 - I. 104, 218, 507, 644, 706
 - II. 4, 28, 334, 467, 507, 517, 642, 729
 - III. 96, 147, 175, 240, 280, 432, 506, 507, 508, 517, 583, 620, 683, 822
 - IV. 123, 420, 446, 517, 696, 751, 793
 - V. 141, 173, 258, 267, 345, 505, 507, 694, 821, 823
 - VI. 31, 226, 501, 507, 519, 557, 708, 711, 712, 769
 - VII. 46, 233, 507

XIII

1. Title: N.A.

2. Credits: N.A.

3. Objectives: N.A.

4. Text: N.A.

5. Course Outline:

I. Introduction

II. Market Organization

- A. Definitions/concepts
- B. Market structure
- C. Market conduct
- D. Concentration
- E. Market performance
- F. Law and economics

III. Market Dimensions

- A. Marketing efficiency: an overview
- B. Spatial problems
- C. Product form problems
- D. Temporal problems (storage)
- E. Market information

IV. Marketing Institutions

- A. The economics of institutions
- B. Futures markets
- C. Agricultural cooperatives
- D. Marketing orders and agreements

V. "Advanced" Topics

6. Reading List:

- I. 104, 116, 123, 196, 736, 744, 762
- II. 14, 25, 34, 56, 71, 81, 93, 155, 157, 189, 195, 221, 234, 240, 311, 326, 338, 350, 430, 461, 502, 520, 542, 552, 578, 586, 595, 616, 671, 672, 723, 738, 746, 802, 816
- III. 29, 123, 143, 252, 269, 282, 286, 343, 390, 402, 420, 422, 446, 518, 525, 543, 601, 622, 647, 662, 676, 745, 752
- IV. 9, 82, 174, 192, 193, 206, 261, 291, 332, 356, 364, 428, 499, 637, 646, 729, 776, 789

XIV

1. Title: Market Organization and Structure
2. Credits: 3
3. Objectives: The market model of pure competition represents an "ideal situation" and is very useful as a guide for comparing models of imperfect competition. The course offers an in-depth study of various types of imperfect competition in the American economy with some emphasis on agricultural industries. The results and consequences of market imperfections are discussed in terms of competitive impact on firms and markets and the impact on society in general.
4. Text: Frederic M. Scherer, Industrial Market Structure and Economic Performance, Chicago, Rand-McNally, 1970.
5. Course Outline:
 - I. Characteristics of Definitions of Structure, Conduct and Performance
 - II. Importance and Relationship of Size Economies to Market Structure
 - III. Theories of Oligopoly Conduct with Emphasis on Pricing
 - A. Early duopoly theories
 - B. Price rigidity and the kinked demand curve
 - C. Dynamic effects of operational practices of firms
 - IV. Coordination of Firm Operating in Imperfect Structures
 - A. Incentives
 - B. Agreements
 - C. Price leadership
 - D. Competitive pricing
 - V. Conditions Limiting Coordination Among Firms
 - A. Nature and number of firms
 - B. Product heterogeneity
 - C. Relative cost differences
 - VI. Dynamics of Monopoly and Oligopoly Pricing
 - A. Nature of the product and industry structure
 - B. Entry barriers and pricing
 - C. Alternative theories of the firm
 - D. Countervailing power/bilateral oligopoly

VII. Price Discrimination

- A. Types
- B. Conditions
- C. Legality and antitrust

VIII. Conglomerate Influence and Implications

IX. Welfare Implications of Imperfect Competition

- A. Ideal of pure competition
- B. Efficiency
- C. Welfare loss due to imperfections
- D. Workable competition

X. Policy Approaches to Correct Problems of Imperfect Competition

- A. Theory of regulation
- B. Consumer information
- C. Public ownership
- D. Antitrust and workable competition

XI. Antitrust Activity in Relation to Structure and Conduct

- A. Size, merger
- B. Price fixing; retail price maintenance
- C. Exclusive dealings and tying contracts

XII. Agricultural Industries-Overview

6. Reading List:

56, 683, 742, 746

1. Title: Theory of Markets
2. Credits: 3 (quarter)
3. Objectives: This course presents, at a beginning graduate level, usual market theory, including the approach of industrial organization, and applications. Its purpose is to aid students in understanding what is going on in today's economy and particularly in U.S. agriculture-agribusiness.
4. Text: Charles L. Cole, Microeconomics: A Contemporary Approach, Harcourt Brace, 1973;

Harvey Leibenstein, Beyond Economic Man, Harvard University Press, 1976;

Willard F. Mueller, A Primer on Monopoly and Competition, Random House, 1970.
5. Course Outline:
 - I. Market Models
 - A. The nature of theory
 - B. Pure and perfect competition
 - C. Monopoly
 - D. Monopolistic competition
 - E. Oligopoly
 - F. Market structure and performance
 - II. Price Takers and Price Makers; Free and Restricted Competition: More Realistic Theory?
 - III. Theories of Persons, Firms and Competition (intrafirm and interfirm)
 - IV. Giant Firms and Market Concentration of Price Makers
 - A. Extent of concentration
 - B. Managerial motivation: who decides what?
 - C. Economies of scale: is size required by technology?
 - D. Entry barriers and other determinants of concentration
 - E. Pricing in big business and by large sellers
 - F. Market power and inflation
 - G. Conglomerates
 - H. Implications of conglomerates for competitive theory

V. Vertical Systems and Countervailing Power for Price Takers;
Vertical Coordination

VI. Policy

6. Reading List:

- I. 149, 158, 159, 465, 790
- II. 22, 627, 698
- III. 21, 465
- IV. 21, 56, 158, 276, 280, 283, 410, 495, 514, 561, 563
- V. 247, 279, 505, 657, 725, 821
- VI. 20, 147, 180, 258, 408, 501, 564, 680

XVI

1. Title: Economics of Marketing
2. Credits: 3 (quarter)
3. Objectives: Oriented toward the economic principles that help to explain the functioning of the marketing system for farm products viewed as a total system extending from farm-gate delivery to final consumption. It has considerable empirical content but it is built around the functions the system performs rather than either commodities as such or merchandising practices as such. The student is expected to have a background knowledge of principles of the economics of agriculture and a Master's level understanding of microeconomics principles.
4. Text: Harold F. Breimyer, Economics of the Product Markets of Agriculture, Ames, Iowa, Iowa State University Press, 1976.
5. Course Outline:
 - I. Marketing in the Economic System
 - II. Welfare Goals in Marketing
 - III. Economics of the Marketing Firm
 - IV. Competitive Structure of the Market
 - V. Dimensions and Structures of the Marketing System for Farm Products in the United States
 - VI. Performance of the Marketing System: The Role of Marketing Research
 - VII. Governmental Policies in Marketing
 - VIII. Economics of Transportation
 - IX. Location of Marketing Enterprise and Competitive Structure
 - X. Marketing in Economic Development
6. Reading List:
 - I. 24, 104, 111, 116, 169, 213, 380, 381, 625, 782
 - II. 105
 - III. 33, 105, 117, 185, 251, 490, 553, 587, 700, 815
 - IV. 103, 105, 152, 155, 188, 213, 283, 327, 427, 539, 542, 587, 588, 589, 631, 693, 731, 734, 780
 - V. 105
 - VI. 3, 15, 101, 105, 107, 108, 112, 114, 172, 223, 309, 531, 533, 596

XVII

1. Title: Agricultural Markets and Prices

2. Credits: 3

3. Objectives: To study economic theories and quantitative methods that are useful for analyses of problems in agricultural marketing and pricing. The goal is to enhance the student's ability to appraise problems, models, techniques, and analyses and to formulate and conduct meaningful marketing research.

4. Text: None

5. Course Outline:

I. What is a Market, What is Marketing?

II. The Microeconomics of Marketing

- A. A review of traditional consumption and production theory
- B. What to market
- C. When to market
- D. How to market
- E. Where to market

III. The Macroeconomics of Marketing

- A. Aggregation
- B. General equilibrium
- C. The theory of trade
 - 1. Comparative advantage
 - 2. The Heckscher-Ohlin model
 - 3. The Neoclassical model
- D. Welfare analysis
- E. Spatial equilibrium

6. Reading List:

- I. 46, 56, 68, 104, 105, 123, 157, 257, 433, 437, 538, 695, 706, 716, 750
- II. 35, 40, 52, 53, 84, 97, 105, 118, 121, 123, 131, 133, 156, 165, 182, 183, 235, 236, 286, 287, 298, 305, 306, 315, 320, 322, 325, 359, 389, 420, 441, 449, 457, 483, 517, 548, 571, 573, 597, 601, 630, 641, 666, 696, 751, 752, 763, 774, 800, 801, 802, 807, 813, 828, 829, 831
- III. 27, 47, 48, 105, 123, 131, 137, 139, 148, 171, 184, 230, 302, 312, 313, 324, 341, 359, 382, 383, 387, 397, 403, 404, 412, 422, 523, 544, 651, 661, 675, 728, 757, 758, 783, 795, 825

XVIII

1. Title: Agricultural Marketing and Public Policy
2. Credits: 3
3. Objectives: To introduce Industrial Organization as an orientation to research in the marketing of agricultural products. The markets considered extend from the farm gate to the final consumer. The course emphasizes empirical testing of relationships among structure, conduct and performance within these industries and the role of public policy in achieving socially desirable performance goals. Extensions of this methodology to include non-quantifiable performance objectives such as nutrition and to conducting analysis with limited data in developing areas are also considered.
4. Text: Frederic M. Scherer, Industrial Market Structure and Economic Performance, Chicago, Rand-McNally College Publishing House, 1970.
5. Course Outline:
 - I. Introduction and Survey of Research in Agricultural Marketing
 - II. Survey of Industrial Organization Concepts and Methodology
 - A. Industrial organization as an orientation to research
 - B. Structure, conduct and performance
 - C. Causes of market structure
 - D. Empirical research in industrial organization
 - III. Structure and Performance in the Food Industries
 - A. Empirical studies
 - B. Public regulation for improved performance
 - IV. Vertical Coordination Systems
 - A. Theory of vertical integration
 - B. Vertical coordination in the food sector
 - C. Cooperative theory and functions
 - D. Public regulation for improved performance
 - V. Subsector Analysis: The Livestock Industry
 - VI. Agricultural Marketing in Developing Countries

6. Reading List:

- I. 104, 107, 705, 779
- II. 55, 56, 151, 153, 155, 162, 164, 166, 200, 221, 240, 246, 273,
278, 294, 322, 384, 385, 413, 463, 495, 512, 513, 555, 558,
608, 610, 613, 653, 682, 683, 690, 725, 731, 740, 746, 808,
809
- III. 96, 142, 161, 170, 176, 232, 245, 327, 384, 399, 504, 510,
511, 556, 562, 567, 583, 585, 614, 619, 620, 683
- IV. 23, 316, 327, 354, 356, 357, 492, 501, 503, 505, 527, 541,
542, 612, 626, 727, 823
- V. 1, 316, 345, 437, 581, 585, 602, 609, 645, 658, 701, 798
- VI. 243, 281, 469, 471, 737, 743, 814

XIX

1. Title: Marketing Economics in Agriculture

2. Credits: 3 (quarter)

3. Objectives: To improve skills of scholarship and intellectual craftsmanship. To acquaint the student with relevant concepts and theories of development processes, industrial organization, vertical coordination, efficient allocation over space, time and form, and public policy considerations in agricultural markets. To assist the student in developing an ability to apply these concepts and theoretical and statistical constructs to solve agricultural marketing problems. To facilitate the student's ability to develop theoretical implications and feasible prescriptions for public policies to improve the performance of agriculture-related production-distribution systems.

4. Text: Richard Kohls and David Downey, Marketing of Agricultural Products, Macmillan, 1972.

Robert Dorfman, Prices and Markets, Prentice Hall, 1972.

Richard Caves, American Industry: Structure, Conduct, Performance, Prentice Hall, 1972.

C. E. Ferguson, Microeconomic Theory, Irwin, 1969.

5. Course Outline:

I. Introduction

II. Marketing and Economic Development

III. Market Organization and Performance

A. Introduction

B. Market structure

C. Market conduct

D. Market performance

IV. Efficient Allocation Over Space, Time and Form

A. Space

B. Time

V. Vertical Market Organization

A. Non-price coordination

- B. Cooperatives and joint ventures
- C. Collective bargaining
- D. Marketing boards and orders

VI. Agricultural and Market Policy

6. Reading List:

- I. 104, 105, 668, 706
- II. 28, 204, 288, 334, 468, 517, 532, 534, 664, 743, 810
- III. 70, 94, 186, 282, 417, 506, 517, 548, 560, 563, 600, 683
- IV. 118, 301, 353, 420, 446, 517, 647, 696, 792, 793, 799, 829
- V. 5, 31, 34, 62, 150, 187, 190, 391, 428, 444, 445, 572, 712, 823
- VI. 517

1. Title: Agricultural Market Policy and Organization

2. Credits: N.A.

3. Objectives: This course is designed to increase your understanding of marketing processes and systems, and to help you develop a conceptual framework which can be used to make effective marketing decisions. More specific objectives are:

1. Develop an understanding of the environment within which the marketing firm must operate.
2. Examine relationships and interactions among the economic stages of marketing activity which make up the marketing system.
3. Examine the micro-macro issues with regard to public policy, including proposals to enhance marketing system efficiency.
4. Improve the ability to adapt tools useful in solving marketing problems.

4. Text: None

5. Course Outline:

I. Introduction and an Approach to Problem Solving

A. Scientific method

II. Market Development

- A. Feasibility studies
- B. Consumer behavior
- C. Advertising
- D. New products

III. Public Policy

- A. Goals, norms, restraints, aids

IV. Market Systems

- A. Alternative systems
 1. Structure, conduct, performance
- B. Research Orientation

V. Location, Transportation, and Interregional Competition

- A. Theory
- B. Rates and I.C.C.
- C. Interregional competition

VI. Pricing Policies

- A. Under imperfect competition
 - 1. Price leadership
 - 2. Multiple pricing
- B. Alternative objectives
 - 1. Market penetration and market share
 - 2. MC pricing
 - 3. Profit margins
 - 4. Basing-point pricing

VII. Impact of Market Information

- A. Role, value measurement, information systems

VIII. Role of Marketing in Economic Development

IX. Other Issues of Current Interest

6. Reading List:

- I. 127, 129, 304, 379, 455
- II. 211, 684, 686, 735

1. Title: Agricultural Marketing
2. Credits: 3
3. Objective: To evaluate the nature, function, and role of markets for agricultural products and the agricultural marketing process. This evaluation will rest heavily on the analytical framework provided by basic economic theory and accepted research methodology. Critically review a representative sample of the literature and research in the area of agricultural markets and marketing. To identify current issues in research and policy relating to agricultural markets and marketing.
4. Text: None
5. Course Outline: N.A.
6. Reading List: N.A.

XXII

1. Title: Agricultural Marketing and Prices
2. Credits: N.A.
3. Objectives: Understand theory of alternative market structures and their impact on conduct and performance within the market. Become familiar with the theory of alternative marketing techniques. Review analytical tools for conducting basic market research.
4. Text: W. G. Tomek and K. L. Robinson, Agricultural Product Prices, Ithaca, New York, Cornell University Press, 1971.
5. Course Outline:
 - I. Review and Introduction
 - II. Demand Theory
 - III. Supply Relationships
 - IV. Price Differences and Variability
 - A. Marketing margins
 - B. Quality differentials
 - C. Price discrimination
 - D. Spatial equilibrium
 - E. Interregional competition
 - F. Dynamic equilibrium models
 - G. Price indexes
 - V. Pricing Institutions
 - A. Alternative marketing mechanisms
 - B. Commodity futures market
 - VI. Empirical Price Analysis
 - A. Research proposals
 - B. Model specification
 - C. Identification
 - D. Forecasting
6. Reading List:

116, 160, 252, 300, 327, 776

XXIII

1. Title: Marketing and Resource Use
2. Credits: 3 (quarter)
3. Objectives: N.A.
4. Text: Contemporary Agricultural Marketing, The University of Tennessee Press, 1968.
5. Course Outline:
 - I. Background Issues
 - II. Analytical Tools for Measuring Resource Use
6. Reading List:
 - I. 124, 211
 - II. 89, 119, 120, 211, 235, 236, 269

XXIV

1. Title: Agricultural Marketing
2. Credits: N.A.
3. Objectives: To introduce the student to the subject of agricultural marketing at the graduate level; to provide a theoretical framework for the analysis of practical marketing problems; to acquaint the student with some of the more important literature in the agricultural marketing subject matter area.
4. Text: Raymond G. Bressler Jr. and Richard A. King, Market, Price, and Interregional Trade, New York, John Wiley and Sons, Inc. 1970.

5. Course Outline:

I. Agricultural Marketing

- A. Concept of a market
 1. definition of markets and marketing
 2. functions of the market
 3. scope of agricultural marketing

II. Derived Demand for Farm Products

- A. Consumer demand
- B. Production of marketing services
- C. Farm level demand
- D. Evaluation of marketing margins

III. Concept of Marketing Efficiency

- A. Economic efficiency
 1. technical efficiency
 2. pricing efficiency

IV. Pricing in Agricultural Markets

- A. Price discovery and determination
- B. Role of competition in price discovery
- C. Prices over space
- D. Prices over time
- E. Prices over form
- F. Futures prices and hedging
 1. mechanics of hedging
 2. forecast ability of futures prices
- G. Economics of information
- H. Price forecasting and outlook

V. Efficient Market Organization

- A. Plant location
- B. Feasibility analysis

VI. Alternative Market Structures and Practices

- A. Bargaining power
- B. Advertising
- C. Marketing orders
- D. Vertical integration and coordination
- E. Marketing alternatives

6. Reading List:

- I. 104, 123, 716
- II. 75, 219, 249, 264, 282, 292, 515, 554, 778, 786, 794
- III. 123, 235, 436, 463, 466, 601, 692, 747
- IV. 23, 123, 132, 160, 182, 256, 263, 265, 314, 333, 343, 364, 368, 396, 398, 431, 472, 485, 517, 629, 668, 669, 676, 697, 699, 730, 732, 741, 775
- V. 123, 420, 421, 735, 751, 791, 811
- VI. 49, 98, 130, 154, 168, 371, 392, 394, 434, 450, 526, 542, 591, 599, 645, 704, 768, 821, 823, 832

XXV

1. Title: Market Organization and Structure
2. Credits: 3
3. Objectives: To make the student aware and knowledgeable of the literature in terms of economic theory and research tools surrounding agricultural marketing. Emphasis will be placed upon the use of economic theory and research tools in analyzing marketing problems.
4. Text: None
5. Course Outline:
 - I. Role of Marketing from Different Perspectives
 - II. Market Supply Demand and Inventory Relations
 - III. Theory of the Firm and Market Equilibrium
 - IV. Industrial Organization
 - V. Consumption Economics
 - VI. Location, Transportation and Trade
 - VII. Interregional Competition
 - VIII. Plant Numbers, Sizes, and Locations
 - IX. Efficiency and Welfare Consideration
 - X. Government Regulations and Trade Barriers
6. Reading List:
 - I. 68, 99, 105, 655, 729
 - II. 69, 286, 359, 363, 517
 - III. 69, 105, 149, 240, 247, 359, 655
 - IV. 105, 135
 - V. 85, 134, 248
 - VI. 105, 123
 - VII. 123
 - VIII. 123, 404, 677
 - IX. 123, 751, 806
 - X. 69, 105, 123, 517, 698
 - XI. 56, 105, 123, 319, 517, 655

XXVI

1. Title: Advanced Agricultural Marketing
2. Credits: 3
3. Objectives: To achieve an understanding of some of the basic theoretical constructs of economics; the relative usefulness of these constructs; and how the theories can be applied to agricultural marketing problems.
4. Text: Raymond G. Bressler and Richard A. King, Markets, Prices, and Interregional Trade, New York, John Wiley and Sons, 1970.

V. L. Sorenson, ed., Agricultural Market Analysis, Development, Performance, Process, Bureau of Business and Economic Research, Michigan State University, 1964.
5. Course Outline:
 - I. Systems Analysis
 - A. An approach to systematic thinking
 - II. The Firm as a Focal Point in Market Analysis
 - A. Variables relevant to appraising firm behavior
 - III. Market Structure Variables and the Analysis of Firm behavior
 - A. Summary of micro theory, demand, supply, etc.
 - IV. Firm Price Output Behavior in Imperfectly Competitive Markets
 - A. Theoretical models
 - V. Market Price in an Exchange Economy
 - A. Individual vs. aggregate theoretical constructs
 - VI. Research Applications
 - A. Discussion of a project statement
 - VII. Price Equilibrium in Spatially Separated Markets
 - A. Transfer costs
 - VIII. Space and Transfer Costs
 - A. Transportation - distance - cost relationship
 - IX. Research Applications
 - A. Discussion of transportation applied research
 - X. Price Discrimination among Markets
 - A. Theoretical construct

- XI. Efficient Organization in Market Areas
 - A. Plant location, numbers, and costs
 - XII. Research Applications
 - A. Discussion of interregional competition model (Stollsteimer) and its use in livestock auction research
 - XIII. Price Equilibrium with Alternative Product Forms
 - A. Plant costs, processing
 - XIV. Research Application
 - A. Synthetic cost analysis
 - B. Examples - livestock auctions, meat packing
 - XV. Efficiency in Marketing
 - A. Efficient unit isoquant
 - XVI. Advertising in the Marketing Process
 - A. Theory vs. advertising Costs
 - XVII. Quality Competition and Product Development
 - A. Consumer behavior and firm strategies
 - XVIII. Research Applications
 - A. Supermarket research projects
 - XIX. Marketing and Economic Development
 - A. Approaches to the study
 - B. Linkages between physical and social systems
6. Reading List:
- 105, 123, 208, 386, 729

XXVII

1. Title: Market Organization of the Agricultural Industries
2. Credits: N.A.
3. Objectives: N.A.
4. Text: N.A.
5. Course Outline:

- I. Introduction

- A. Nature and significance of agricultural markets
 - B. Producer - marketing firm - consumer relationships
 - C. Functional - institutional - commodity approaches
 - D. Marketing services and costs

- II. Economic Analysis and Legal Basis

- A. Price theory and market structure
 - B. Nature of competition
 - C. Legal environment of capitalism

- III. Industrial Organization Analysis

- A. Analytical market framework
 - B. Market structure
 - C. Market conduct
 - D. Market performance
 - E. Public policy and regulation

- IV. Structure and Organization of the Agricultural Industries

- A. Competition in agricultural markets
 - B. Farm inputs
 - C. Food manufacturing and processing
 - D. Food wholesaling
 - E. Food retailing

6. Reading List:

- II. 484

- III. 155, 484

XXVIII

1. Title: Special Topics - Advanced Agricultural Marketing
2. Credits: 3
3. Objectives: To provide a fundamental background in application of economic theory and analysis to problems in agricultural marketing systems.
4. Text: Harold F. Breimyer, Economics of The Product Markets of Agriculture, Ames, Iowa, Iowa State Press, 1976.
5. Course Outline:
 - I. History and Definition of Agricultural Marketing as a Field of Study
 - II. Micro-Economics of Agricultural Marketing Firm Efficiency
 - III. Economics of Market, Industry, and Subsector Organization
 - IV. The Role of Marketing Systems in Economic Development
6. Reading List:

104, 105, 506, 705, 729

XXIX

1. Title: Seminar in Marketing and Market Structures
2. Credits: 3 (quarter)
3. Objectives: To derive and develop for the student a general theory of marketing structure and behavior. To describe and analyze the processes and implications of buyers and sellers seeking satisfaction in a total marketing economy. To allow the student to relate the marketing economy of the real world to the pure theoretical market economy with the use of numerous empirical studies. To familiarize the student with the important social issues in the marketing economy - productivity and efficiency, public policy, and consumer welfare.
4. Text: John C. Narver and Ronald Savitt, The Marketing Economy: An Analytical Approach, Holt, Rinehart and Winston, Inc., New York, 1971.

John C. Narver and Ronald Savitt, Conceptual Readings in the Marketing Economy, Holt, Rinehart and Winston, Inc., New York, 1971.

5. Course Outline:

I. The Marketing Economy and Some Basic Concepts

- A. Definitions of marketing - approaches to study of marketing
- B. Pure market economy
- C. Market forces and want satisfaction
- D. Markets, products and competition

II. The General Structure and Behavior of Marketing

- A. Meaning and sources of marketing structure
- B. Relation between structure and behavior
- C. Functions of exchange and physical flows
- D. Agencies and firms in the system
- E. Total marketing channel
- F. Concept of market areas
- G. Movement in time and over distance

III. Buyer Structure and Behavior

- A. Elements of buyer structure - how they affect the behavior of individuals
 1. economic resources
 2. psychological elements
 3. sociological elements
 4. demographic elements

- B. Process and recognition of buyer behavior
- C. Learning and brand loyalty

IV. Seller Structure and Behavior

- A. Nature of the firm and profit-maximization
- B. Marketing mix and the context of marketing management
- C. Marketing research
- D. Product and marketing channel decisions
- E. Meaning and components of promotion
- F. Economic effects of promotion in marketing
- G. Basic rationale of pricing and competition

V. Social Perspective of the marketing economy

- A. Public policy in marketing
 - 1. antitrust policy
 - 2. mergers and oligopoly
- B. Marketing performance - productivity and efficiency
 - 1. relationship of productivity to efficiency
 - 2. market and unit-level performance
- C. Marketing performance - consumer welfare
 - 1. analysis of consumer welfare
 - 2. the consumer movement
 - 3. consumer sovereignty

6. Reading List:

56, 77, 147, 158, 186, 231, 308, 438, 459, 493, 552, 563, 574,
575, 582

XXX

1. Title: Advanced Agricultural Marketing
2. Credits: N.A.
3. Objectives: N.A.
4. Text: None
5. Course Outline:
 - I. Introduction: The Role of Marketing in the Social System
 - II. Industrialization in Agriculture
 - III. Marketing and Economic Development
 - IV. Market Behavior and Consumer Psychology
 - V. Theory in Marketing
 - VI. Theory of the Firm and Marketing
 - VII. Market Structure
 - VIII. Regulation of Competition in Agricultural Industries
 - IX. Linear Programming Transportation Models
 - X. Commodity Futures.
6. Reading Lists:
 - I. 709, 729
 - II. 95, 771
 - III. 79, 217, 229, 250, 545, 729
 - IV. 87, 411, 592
 - V. 179, 378
 - VI. 280, 454, 729
 - VII. 56, 225, 238, 327, 552, 559, 566, 714, 734
 - VIII. 202, 237, 729, 817
 - IX. 123, 348, 654, 770, 788
 - X. 6, 59, 60, 228, 277, 536, 663, 775

BIBLIOGRAPHY

1. Aaker, D. A. and G. S. Day, eds., Consumerism: Search for the Consumer Interest, Free Press, New York, 1978.
2. Abbott, J. C., Quality and Competition.
3. Abbott, J. C., "The Role of Marketing in the Development of Backward Agricultural Economies," Journal of Farm Economics, May 1962, pp. 349-62.
4. Abbott, J. C., "Technical Assistance in Marketing: A View Over Time," a paper presented at the 17th International Conference of Agricultural Economists, Banff, Canada, 1979.
5. Abel, Martin and Michele Veeman, "Marketing Boards," Marketing Alternatives, Leaflet No. 7-10, Cornell University, 1976.
6. Abrahamsen, Cooperative Business Enterprise, New York, McGraw-Hill, 1976.
7. Abrams, Richard K. and C. Edward Marshbarger, "U.S. Agricultural Trade in the 1970's: Progress and Problems", Economic Review, Federal Reserve Bank of Kansas City, May 1979, pp. 3-11.
8. Abrams, Richard K. and C. Edward Marshbarger, "World Agricultural Trade: Potential for Growth," Economic Review, Sept.-Oct. 1978, pp. 3-16.
9. Acherman, Bruce A., Economic Foundations of Property Law, Little Brown and Co., Boston, 1975.
10. Adams, R. M., W. E. Johnston and G. A. King, Some Effects of Alternate Energy Policies on California Annual Crop Production, Giannini Foundation Research Report No. 326, September 1978.
11. Adams, W., "The Aluminum Case: Legal Victory, Economic Defeat," American Economic Review, 1951, pp. 923-934.
12. Adelman, M. A., "Effective Competition and the Antitrust Laws," Harvard Law Review, Vol. 61, pp. 1289-1350.
13. Adelman, M. A., "The A & P Case," American Economic Review, May 1949.
14. Adelman, I. G., "A Stochastic Analysis of the Size Distribution of Firms," Journal of the American Statistical Association, Vol. 53, 1958, p. 893.
15. Agricultural Development Council, Marketing Institutions and Services for Developing Agriculture: A General Report. Report on a ADC/RTN Seminar held in Washington, D.C. September 10-12, 1974, July 1975.
16. Agricultural Marketing Service, USDA, The Feasibility of Electronic Marketing for the Wholesale Meat Trade, AMS-583, Agricultural Marketing Service, May 1979.

17. Agricultural Marketing Service, USDA, Beef Pricing Report, Agricultural Marketing Service, December 1978.
18. Alaouze, Chris, A. S. Watson, and N. H. Sturgess, "Oligopoly Pricing in the World Wheat Market," American Journal of Agricultural Economics, May 1978, pp. 173-185.
19. Alaouze, Chris, A. S. Watson, and N. H. Sturgess, "Oligopoly Pricing in the World Wheat Market: Reply," American Journal of Agricultural Economics, Vol. 61, No. 3, August 1979, pp. 578-580
20. Alchian, Armen "Competition, Monopoly and the Pursuit of Money."
21. Alchian, Armen, Economic Forces at Work, Liberty Press, Indianapolis, 1977.
22. Alchian, Armen and William R. Allen, University Economics, Wadsworth Publishing Co., Belmont, Ca., 1964
23. Alchian, A. A. and Harold Demsetz, "Production, Information Cost, and Economic Organization," American Economic Review, Vol. 42, No. 5, December 1972, pp. 777-795.
24. Alderson, Wroe, Dynamic Marketing Behavior, R. D. Irwin, Homewood, Il., 1965.
25. Alderson, W. Marketing Behavior and Executive Action, Richard Irwin, 1957.
26. Allen, John W., Competition and Efficiency in Food Processing, Wholesaling, and Retailing: Factors Impacting the Future, mimeograph, Food Systems Economics and Management Program, Michigan State University.
27. Allen, R. G. D., Mathematical Economics, 2nd edition, New York, St. Martin's Press, 1964.
28. Anschel, Kurt, Russel Brannan and Eldon Smith, eds., Agricultural Cooperatives and Markets in Developing Countries, Frederick A. Praeger, Inc., New York, 1969.
29. Araj, Ahmed, "The Effect of Vertical Integration on the Production of Beef Operations," American Journal of Agricultural Economics, Feb. 1976.
30. Archibald, K., ed., Strategic International Conflict, Institute for International Studies, Berkeley, Ca., 1966.
31. Armbruster, Walter, Truman Graf and Alden Manchester, "Marketing Orders," Marketing Alternatives for Agriculture: Is There a Better Way? Cornell University Leaflet No. 7-9, 1976.

32. Arnold, T., The Folklore of Antitrust, Yale University Press, 1937.
33. Arnstein, William S., "Relating Price to Cost," Management Review, March 1972.
34. Arrow, Kenneth J., "Vertical Integration and Communication," The Bell Journal of Economics, Spring 1975, pp. 173-183.
35. Arrow, K. J., T. Harris, and J. Marschak, "Optimal Inventory Policy," Econometrica, Vol. 19, July, 1951.
36. Atkinson, A. B., "The Distribution of Wealth and the Individual Life Cycle," Oxford Economic Papers (N.S.), 23(2):239-, July 1971.
37. Averch, Harvey and Leland Johnson, "The Firm Under Regulatory Constraint," American Economic Review, Vol. 52, No. 5, December 1962.
38. Ayanian, Robert, "A Comparison of Barten's Estimated Demand Elasticities With Those Obtained Using Frisch's Methods," Econometrica 37(1):79-94, January 1969.
39. Ayres, G. and D. I. Padberg, Alternative Approaches to Consumer Protection, AERR 74-11, Agricultural Experiment Station, Cornell University.
40. Babb, E. M., Effect of Assembly, Processing and Distribution Cost on Marketing Fluid Milk, Res. Bul. 828, Agr. Exp. Sta., Purdue University, Feb. 1967.
41. Babb, E. M., "Changing Marketing Patterns and Competition for Fluid Milk," Journal of Farm Economics, Aug. 1966, Part II, pp. 53-68.
42. Babb, E. M., "Consequences of Proposed Policy Changes in Federal Milk Market Order Regulation," Symposium Paper for AAEA meeting, San Diego, August 1977.
43. Babb, E. M., "Coordination Problems and Suggested Solutions".
44. Babb, E. M., "Impacts of Federal Funding Requirements on Marketing Research at State Agricultural Experiment Stations," Cooperative State Research Service, USDA. January 1977.
45. Babb, E. M., "In Search of Analyses to Satisfy U.D.I.A. Economic and Marketing Research Mission," Dairy Market Development Symposium Proceeding, 1972.
46. Babb, E. M., Marketing Research at State Agricultural Experiment Stations: Problems and Possible Solutions, Station Bulletin 150, Agricultural Experiment Station, Purdue University, 1977.

47. Babb, E. M., D. E. Banker, O. Goldman, D. R. Martella and J. E. Pratt, Economic Model of Federal Milk Marketing Order Policy Simulator, Sta. Bul. 158, Agr. Exp. Sta., Purdue University, April 1977.
48. Babb, E. M., D. E. Banker, and G. L. Nelson, Price Relationships Among Federal Milk Marketing Orders, Station Bulletin No. 146, Agricultural Experiment Station, Purdue University, Nov. 1976.
49. Babb, E. M., S. A. Belden, and C. R. Saathoff, "An Analysis of Cooperative Bargaining in the Processing Tomato Industry," American Journal of Agricultural Economics, 51:13-25, February 1969.
50. Babb, E. M. and L. P. Bohl, Analysis of Economic Behavior and Performance of Managers of Farm Supply Firms in a Laboratory Experiment, Sta. Bul. 48, Agr. Exp. Sta., Purdue University, May 1974.
51. Babb, E. M. and L. A. Lumkin, "Projecting Performance of Farm Supply Retailing Firms Using Simulation Techniques," American Journal of Agricultural Economics, Vol. 58, No. 2, May 1976.
52. Babb, E. M. and A. J. Minden, Analysis of Alternative Policies for Implementing a Total Marketing System for the Dairy Industry, Associated Dairymen, Sept. 1971.
53. Babb, E. M. and W. F. Newell, Methods of Reducing Farm to Plant Milk Assembly Costs, Sta. Bul. 61, Agr. Exp. Sta., Purdue University, Oct. 1974.
54. Babb, E. M. and J. E. Pratt, Projections of Federal Milk Marketing Order Performance under Alternative Pricing and Pooling Provisions, Sta. Bul. 171, Agr. Exp. Sta., Purdue University, Oct. 1977.
55. Bain, Joe S., Barriers to New Competition, New York, John Wiley and Sons, Inc., 1956.
56. Bain, Joe, Industrial Organization, Second Edition, John Wiley and Sons, Inc., New York, N.Y., 1968.
57. Bain, Joe S., "A Note on Pricing in Monopoly and Oligopoly," American Economic Review, Vol. 39, 1949.
58. Bain, Joe S., R. L. Bishop, W. L. Baumol, "Theory of Monopolistic Competition After Thirty Years," American Economic Review, Vol. 54, No. 5, May 1964.
59. Ball, Gordon, and Earl Heady, "Size, Structure and Future of Farms," Ames, Iowa State University Press, 1972.
60. Bakken, Henry H., Futures Trading in Livestock, Mimir Publishers, Inc., 1970.

61. Banker, D. E., "A Review of the Concepts and Measurement of Producers' and Consumers' Surplus, mimeo, Purdue.
62. Barry, Peter and David Willman, "A Risk Programming Analysis of Forward Contracting with Credit Constraints," American Journal of Agricultural Economics, February 1976.
63. Barten, A. P., "Consumer Demand Functions Under Conditions of Almost Additive Preferences," Econometrica, 32:1-38, 1964.
64. Barten, A. P., "Evidence on the Slutsky Conditions for Demand Equations," The Review of Economics and Statistics, 49(1): 77-84, February 1967.
65. Barten, Anton P., "The Systems of Consumer Demand Functions Approach: A Review," Econometrica 45:23-51, January 1977.
66. Barten, A. P., and S. J. Turnovsky, "Some Aspects of the Aggregation Problem for Composite Demand Equations," International Economic Review 7(3):231-259, September 1966.
67. Bartos, O. J., "Determinants and Consequences of Toughness," in The Structure of Conflict, P. Swingle, ed., New York, Academic Press, 1970.
68. Bateman, D. I., "Agricultural Marketing: A Review of the Literature of Marketing Theory and of Selected Applications," Journal of Agricultural Economics, Vol. 27, No. 2, 1976.
69. Baumol, William J., Economic Theory and Operations Analysis, 2nd Edition, Prentice-Hall, New Jersey, 1965.
70. Baumol, William J., Business Behavior, Value and Growth, 2nd ed., Harcourt, Brace and World, 1967.
71. Baumol, W. J. and D. Fischer, "Cost-Minimizing Number of Firms and Determination of Industry Structure," American Economic Review, August, 1978.
72. Bawden, D. L., H. O. Carter, and G. W. Dean, "Interregional Competition in the United States Turkey Industry," Hilgardia 37(13):437-531, June 1966.
73. Beck, R. and R. Alvis, "Private Labeling of Milk and the Impact on Market Structure," Southern Journal of Agricultural Economics, December, 1975.
74. Beckmann, Martin J., Location Theory, Random House, 1968.
75. Beckman, Theodore N. and Buzgel, Robert D., "What is the Marketing Margin for Agricultural Producers?," Journal of Marketing, October 1955.

76. Beighley, H. Prescott and James Mak, "The Effect of a Marketing Order on Winter Carrot Prices: Comment," American Journal of Agricultural Economics, 50:929-933, November 1969.
77. Bell, Carolyn Shaw, Consumer Choice in the American Economy, Random House, Inc., New York, N.Y., 1967.
78. Ben-David, Shaul, and William G. Tomek, Allowing for Slope and Intercept Changes in Regression Analysis, Agricultural Economics Research 179, Department of Agricultural Economics, Cornell University, 1965.
79. Berry, Brian J. L., Strategies, Models and Economic Theories of Development in Rural Regions, Agricultural Economic Report No. 127, Economic Research Service, USDA, December 1967.
80. Bieri, Jurg and Alain de Janvry, Empirical Analysis of Demand Under Consumer Budgeting, Giannini Foundation Monograph No. 30, September 1972.
81. Bieri, Jurg and Andrew Schmitz, "Market Intermediaries and Price Instability: Some Welfare Implications," American Journal of Agricultural Economics, 56:280-285, May 1974.
82. Binswanger, Hans P. and Vernon W. Ruttan, Induced Innovation: Technology, Institutions and Development, Baltimore, Johns Hopkins Press, 1978.
83. Bishop, Robert L., "Duopoly: Collusion or Welfare?," American Economic Review, Vol. 1, December 1960, pp. 933-61.
84. Black, Guy, "Synthetic Method of Cost Analysis in Agricultural Marketing Firms," Journal of Farm Economics, Vol. 37, May 1955.
85. Blakeslee, L. L., E. O. Heady, and C. F. Framingham, World Food Production, Demand, and Trade, Iowa State University Press, Ames, 1973.
86. Blau, P. M., Exchange and Power in Social Life. New York, John Wiley and Sons, Inc., 1964.
87. Bliss, Perry, Marketing and The Behavioral Sciences, Allyn and Bacon, Inc., 1963.
88. Boehm, W. T. and M. C. Connor, "Technically Efficient Movement Patterns and Manufacturing Plant Locations under Regionally Coordinated Milk Assembly," American Journal of Agricultural Economics, August 1977.
89. Boles, J. N., "Efficiency Squared - Efficient Computation of Efficiency Indexes," Western Journal of Farm Economics, Proceedings, 1966, pp. 137-142.

90. Bork, R., "Vertical Integration and the Sherman Act: Legal History of an Economic Misconception," University of Chicago Law Review, Autumn 1954.
91. Boutwell, W. K., Jr., and R. L. Simmons, "Estimation of Demand for Food and Other Products Assuming Ordinally Separable Utility," American Journal of Agricultural Economics, Vol. 50(2), May 1968.
92. Boutwell, Wayne, et al., "Comprehensive Forecasting and Projection Models in the Economic Research Service," Agricultural Economics Research, 28(2):41-51, April 1976.
93. Bower, Joseph, "The Business of Business is Serving Markets," American Economic Review, May 1978.
94. Boyle, Stanley, Industrial Organization: An Empirical Approach, Holt, Rinehart and Winston, 1972.
95. Brake, John R., ed., Emerging and Projected Trends Likely to Influence the Structure of Midwest Agriculture, Agricultural Law Center, College of Law, University of Iowa, Monograph No. 11, June 1970.
96. Brandow, G. E., "Appraising the Economic Performance of the Food Industry," Lectures in Agricultural Economics, Economic Research Service, USDA, June 1977.
97. Brandow, George E., Interrelationships Among Demands for Farm Products and Implications for Control of Market Supply, Bulletin 680, Agr. Exp. Sta., Pennsylvania State University, August 1961.
98. Brandow, G. E., "Market Power and Its Sources in the Food Industry," American Journal of Agricultural Economics, Vol. 51, No. 1, February 1969, pp. 1-12.
99. Breimyer, H. F., "Agriculture's Three Economies in a Changing Environment," American Journal of Agricultural Economics, Vol. 60, No. 1, February 1978.
100. Breimyer, Harold F., "Assessing the Benefits of Marketing Research: The Farmer's Share," remarks at workshop, November 1960.
101. Breimyer, Harold F., ed. Bargaining in Agriculture, Potentials and Pitfalls in Collective Action, University of Missouri Ext. Div. C911, North Central Regional Ext. Pub. 30, Columbia, June 1971.
102. Breimyer, Harold F., Commodity Marketing: Characteristics and Issues in the Post New Deal Era, Paper No. 1977-14, Department of Agricultural Economics, University of Missouri-Columbia.

103. Breimyer, Harold F., "Cost-Escalating Imitation in Market Services," American Journal of Agricultural Economics, August 1968, pp. 767-69.
104. Breimyer, Harold F., "The Economics of Agricultural Marketing: A Survey," Review of Marketing and Agricultural Economics, Vol. 41, No. 4, December 1973.
105. Breimyer, H. F., Economics of the Product Markets of Agriculture, Iowa State University Press, Ames, 1976.
106. Breimyer, Harold F., "The Farm Marketing Problems of Today," remarks at staff seminars, University of Idaho and Washington State University, November 1963.
107. Breimyer, H. F., "Fifty Years of Federal Marketing Programs," Journal of Farm Economics, November 1963, pp. 749-58.
108. Breimyer, Harold F., "Functioning of Factor Markets and Economic Development," Toward Scientific Marketing, Proceedings of winter conference of American Marketing Association, Boston, December 1963.
109. Breimyer, Harold F., "Getting Farm Products From Farm Consumers: The System and the Issues," In Search of Better Marketing, Special Report 1972, Agricultural Experiment Station, University of Missouri-Columbia, 1977, pp. 5-12.
110. Breimyer, Harold F., "Issues of the Day in Marketing", Part I & II, University of Kentucky.
111. Breimyer, Harold F., "Man, Physical Resources, and Economic Organization," American Journal of Agricultural Economics, February 1973.
112. Breimyer, H. F., "Markets, Market Structure, and the Institutional Organization of Agriculture," Four lectures, Texas A&M, 1963, Part III.
113. Breimyer, Harold F., Marketing Aspects of Farm Policy, Statement presented to National Advisory Commission on Food and Fiber.
114. Breimyer, H. F., "Public Policy Issues in Farmers' Cooperatives," Economic and Marketing Information for Missouri Agriculture, July 1977.
115. Breimyer, Harold F., The Place of Markets and Prices in Today's Agricultural Economy, Paper No. 1977-56, Department of Agricultural Economics, University of Missouri-Columbia, mimeograph.
116. Breimyer, Harold F., "The Three Economies of Agriculture," Journal of Farm Economics, Vol. 44, pp. 679-699, 1962.

117. Breimyer, Harold F., "Why Do Farmers Overinvest?," Journal of Farm Economics, May 1966.
118. Brennan, Michael J., "The Supply of Storage," American Economic Review, March, 1958, pp. 52-72.
119. Bressler, R. G., Jr., Efficiency in the Production of Market Services, Social Science Research Council Project in Agricultural Economics, Economic Efficiency Series Papers, Number 6, 1950.
120. Bressler, R. G., "The Measurement of Productive Efficiency," Proceedings, Western Farm Economics Association Annual Meeting, 1966.
121. Bressler, Raymond G., "Research Determination of Economies of Scale," Journal of Farm Economics, Vol. 27, No. 3, 1945, pp. 526-539.
122. Bressler, R. G., "Transportation and Country Assembly of Milk," Journal of Farm Economics, 1940, pp. 220-224.
123. Bressler, Raymond G., Jr. and Richard A. King, Markets, Prices and Interregional Trade, John Wiley, New York, 1970 (Reprinted by Norman Weathers Printing Co., Raleigh, N.C. 1978).
124. Brewster, John M., "Review and Critique," Workshop on Interregional Competition, Southern Farm Management Research Committee, November 1966.
125. Brown, Alan and Angus Deaton, "Surveys in Applied Economics: Models of Consumer Behavior," The Economic Journal, 82 (328), pp. 1145-1236.
126. Brown, Gardener and M. Bruce Johnson, "Public Utility Pricing and Output under Risk," American Economic Review, March 1969.
127. Brown, Lyndon O., Marketing and Distribution Research, 3rd ed. [first published in 1937 under title: Market Research and Analysis], Ronald Press Co., New York, 1955.
128. Brown, M. and D. Heien, "The S-branch Utility Tree: A Generalization of the Linear Expenditure System," Econometrica 40:737-747, 1972.
129. Brown, R. A. and W. D. Purcell, Price Prediction Models and Related Hedging Programs for Feeder Cattle, Oklahoma Agricultural Experiment Station, Bulletin B-734, Jan. 1978.
130. Brozen, Yale, "Advertising, Competition, and the Consumer," The Intercollegiate Review, Vol. 8, No. 5, Summer 1973, pp. 235-242.

131. Buccola, Steven T. and M. C. Connor, Potential Efficiencies Through Coordination of Milk Assembly and Milk Manufacturing Plant Location in the Northeastern United States, Research Division Bulletin 149, Virginia Polytechnic Institute and State University, July 1979.
132. Bullock, J. Bruce, "Social Costs Caused by Errors in Agricultural Production Forecasts," American Journal of Agricultural Economics, Vol. 58, No. 1, February 1976, pp. 76-80.
133. Burk, Marguerite C., Consumption of Dairy Products, An Analysis of Trends, Variability, and Prospects, Technical Bulletin 268, Agricultural Experiment Station, University of Minnesota, 1969.
134. Burk, Marguerite, Consumption Economics, John Wiley and Sons, New York, 1968.
135. Burk, Marguerite C., "Survey of Interpretations of Consumer Behavior by Social Scientists in the Postwar Period," Journal of Farm Economics, Vol. 1, No. 1, Part 1, pp. 1-31.
136. Butters, Gerard, "A Survey of Advertising and Market Structure," American Economic Review, May 1976, p. 392-397.
137. Buxton, Boyd M., A Framework for Evaluating the Economic Impact of Classified Pricing of Milk, Staff Paper P77-24, Department of Agricultural and Applied Economics, University of Minnesota, November 1977.
138. Buxton, Boyd M., "Welfare Implications of Alternative Classified Pricing Policies for Milk," American Journal of Agricultural Economics, Vol. 59, No. 3, Aug. 1977, pp. 525-529.
139. Buxton, Boyd M. and Jerome W. Hammond, "Social Cost of Alternative Dairy Price Support Levels," American Journal of Agricultural Economics, Vol. 56, No. 2, 1974, pp. 286-291.
140. Byrkett, D. L., R. A. Miller and E. P. Taiganides, "Modeling the Optimal Location of the Cattle Feeding Industry," American Journal of Agricultural Economics, May 1976, pp. 236-244.
141. Campbell, Gerald R. and Marvin L. Hayenga, Vertical Organization and Coordination in Selected Commodity Subsectors, Working Paper No. 20, NC-117, University of Wisconsin, 1978.
142. Campbell, H. G. and P. Emerson, The U.S. Food and Fiber System: Selected Aspects of Structure and Performance, A.E. Staff Paper No. 139, Department of Agricultural Economics, University of Wisconsin, Feb. 1978.
143. Capozza, D. P. and R. Van Order, "A Generalized Model of Spatial Competition," American Economic Review, December 1978, pp. 896-908.

144. Carlson, D., Calculating Frontier Multi-product Multi-Factor Production and Cost Relationships - A Computerized Algorithm, Agr. Ext. Sta., University of California, October 1976.
145. Carter, Colin and Andrew Schmitz, "Import Tariffs and Price Formation in the World Wheat Market," American Journal of Agricultural Economics, Vol. 61, No. 3, August 1979, pp. 517-522
146. Castro, Roberto and Richard L. Simmons, The Demand for Green Peppers, Cucumbers, and Cantaloupes in the Winter Season, Economics Research Report No. 27, North Carolina State University, 1974.
147. Caves, Richard, American Industry: Structure, Conduct, Performance, Prentice-Hall, Inc., Englewood Cliffs, N.J., 1964.
148. Caves, Richard E. and Ronald W. Jones, World Trade and Payments: An Introduction, Boston, Little, Brown and Company, 1973.
149. Chamberlin, E. H., The Theory of Monopolistic Competition: A Re-Orientation of the Theory of Value, Harvard University Press, Cambridge, 1962, 8th ed.
150. Chayat, Mohammed, Olan Forker and Dan Padberg, An Econometric Determination of the Welfare Impact of Giving Bargaining Power to Farmers: A Case Study of the Egg Industry, Search, Vol. 4, No. 4, Agricultural Economic 6, Ag. Exp. Sta., Cornell University, 1974.
151. Christensen, L. R. and W. H. Greene, "Economics of Scale in U.S. Electrical Power Generation," Journal Political Economy, 84(4).
152. Clark, John Maurice, Competition as a Dynamic Process, Washington Brookings Institute, 1961.
153. Clark, J. M., "Toward a Concept of Workable Competition," American Economic Review, June 1940.
154. Clement, Wendell E., "Some Unique Problems in Agricultural Commodity Advertising," Journal of Farm Economics, Vol. 45, No. 1, February 1963, pp. 183-194.
155. Clodius, Robert L. and Willard F. Mueller, "Market Structure Analysis as an Orientation for Research in Agricultural Economics," Journal of Farm Economics, 43:515-553, August 1961.
156. Cobia, D. W. and E. M. Babb, Determining the Optimum Size of Fluid Milk Processing Plant and Sales Area, Research Bulletin 778, Agricultural Experiment Station, Purdue University, May 1966.

157. Cochrane, Willard W., "The Market as a Unit of Inquiry in Agricultural Economics Research," Journal of Farm Economics, Vol. 39, No. 1, 1957, pp. 21-39.
158. Cohen, K. L. and R. M. Cyert, Theory of the Firm: Resource Allocation in a Market Economy, Prentice-Hall, Inc., 1965.
159. Cole, Charles L., Microeconomics: A Contemporary Approach, Harcourt Brace, Jovanovich, Inc., New York, 1973.
160. Collins, Norman R., "The Changing Role of Price in Agricultural Marketing," Journal of Farm Economics, Vol. 41, No. 3, August 1959, pp. 528-534.
161. Collins, Norman, "Market Structure and Cost-Price Margins in the Food Manufacturing Industries," testimony before the Senate Subcommittee on Antitrust and Monopoly, Hearings on Economic Concentration, Part 2, 1965, pp. 711-27.
162. Collins, N. R. and L. E. Preston, "Price Cost Margins and Industry Structure," Review of Economics and Statistics, August 1969.
163. Collins, N. R. and L. E. Preston, "The Structure of Food Processing Industries 1935-55," Journal of Industrial Economics, July, 1961.
164. Comanor, W. S., "Market Structure, Product Differentiation and Industrial Research," Quarterly Journal of Economics, November 1967, pp. 639-657.
165. Comanor, William S. and Harvey Leibenstein, "Allocative Efficiency, X-Efficiency and the Measurement of Welfare Losses," Economica, August 1969, pp. 304-309.
166. Comanor, W. S. and T. A. Wilson, "Advertising, Market Structure and Performance," Review of Economic and Statistics, October 1967, pp. 423-440.
167. Committee for Economic Development, Research and Policy Subcommittee, Redefining Government's Role in the Market System.
168. Committee on Agriculture and Forestry, U.S. Senate, Marketing Alternatives for Agriculture; Is There a Better Way? Washington, D.C., U.S. Government Printing Office, 1976.
169. Commons, John R., Institutional Economics, Macmillan and Co., New York, 1934.
170. Connor, John, The Relationship of Nutritional Quality to Concentration and Growth in the Food Processing Industries, mimeograph, N.C. 117, University of Wisconsin 1977.

171. Connor, M. C. and T. D. McCullough, Cost Analysis of Distributing Milk in Outside Markets, Research Bulletin 68, Agricultural Experiment Station, Virginia Polytechnic Institute and State University, December 1971.
172. Consumer and Marketing Service, U.S.D.A., Questions and Answers on Federal Milk Marketing, C&MS-94, Washington, DC, October 1971.
173. Cook, H. L., L. Blakley, R. Jacobson, R. Knutson, R. Milligan, and R. Strain, The Dairy Subsectors of American Agriculture: Organization and Vertical Coordination, Monograph No. 5, NC-117, University of Wisconsin, 1978.
174. Costner, Paul H., "Speculation and Hedging," Proceedings of a Symposium on Price Effects of Speculation in Organized Commodity Markets, Supplement to Vol. VII, Food Research Institute Studies, Stanford, 1968.
175. Cotterill, R. W., The Impact of Firm Conglomeration on Market Structure: Evidence for the U.S. Food Retailing Industry, Ag. Econ. Report No. 351, Department of Agricultural Economics, Michigan State University, 1979.
176. Cotterill, R. W., Market Structure and Profit Performance in the Food Retailing Industry: 1970-1974, A.E. Staff Paper No. 77-86, Department of Agricultural Economics, Michigan State University, 1977.
177. Cournot, A., Researches into the Mathematical Principles of the Theory of Wealth, Repr. of 1927 ed., Kelley.
178. Cotton, B. C. and E. M. Babb, "Consumer Response to Promotional Deals on Dairy Products," Agr. Exp. Sta. Jour. Paper 6501, Purdue University.
179. Cox, Reavis, Wroe Alderson, Stanley J. Shapiro, Theory in Marketing, Richard D. Irwin, Homewood, Illinois, 1964.
180. Crandall, Robert W. and Richard S. Eckaus, comp., Contemporary Issues in Economics, Boston: Little and Brown, 1972.
181. Crom, Richard, A Dynamic Price-Output Model of the Beef and Pork Sectors, ERS Tech. Bul. No. 1426, U.S. Department of Agriculture, September 1970.
182. Cromarty, William A. and Walter M. Myers, "Need Improvement in Application of Models for Agriculture Commodity Price Forecasting," American Journal of Agricultural Economics, Vol. 57, No. 2, 1975, pp. 172-177.
183. Crowder, Richard T., "Statistical vs Judgement and Audience Considerations in the Formulation and Use of Econometric Models," American Journal of Agricultural Economics, Vol. 54, No. 5, 1972, pp. 779-783.

184. Currie, John Martin, J. A. Murphy, and A. Schmitz, "The Concept of Economic Surplus and Its Use in Economic Analysis," Economic Journal, 81(324):741-799, December 1971.
185. Cyert, Richard M. and Charles B. Hedrick, "Theory of the Firm: Past, Present, and Future: An Interpretation," Journal of Economic Literature, 10:398-412, June 1972.
186. Cyert, Richard and James March, A Behavioral Theory of the Firm, Prentice-Hall, Inc., Englewood Cliffs, N.J., 1963.
187. Daellenback, Lawrence and Lehman Fletcher, "Effects of Supply Variations on Costs and Profits of Slaughter Plants," American Journal of Agricultural Economics, November 1971, pp. 600-607.
188. Dahl, Dale C., ed., The Law and the Market, University of Minnesota, Agricultural Experiment Station Misc. Report No. 75, September 1966.
189. Dahl, Dale C., "Market Structure Analysis and Research," Staff Paper P69-14, Department of Agricultural Economics, University of Minnesota, July 1969.
190. Dahl, Dale and William Dobson, "An Analysis of Alternative Financing Strategies and Equity Retirement Plans for Farm Supply Cooperatives," American Journal of Agricultural Economics, May 1976, pp. 198-208.
191. Dahl, D. C. and W. W. Grant, Antitrust and Agriculture, Misc. Report 137, Agr. Exp. Station, University of Minnesota, 1975.
192. Dahl, D. C. and J. W. Hammond, Market and Price Analysis: The Agricultural Industries, New York, McGraw-Hill Book Co., 1976.
193. Dahl, R. and P. Henneberry, Cash-Futures Price Relationships: Guides to Grain Marketing, Station Bulletin 517, University of Minnesota, 1977.
194. Daly, R. F. and A. C. Egbert, "A Look Ahead for Food and Agriculture," Agricultural Economics Research, 18:1-9, January 1966.
195. Darrah, L. B., Food Marketing, Ronald Press, New York, 1971.
196. Davis, John H. and Ray A. Goldberg, A Concept of Agribusiness, Harvard Graduate School of Business Administration, Boston, 1957.
197. Dean, G. W. and N. R. Collins, World Trade in Fresh Oranges: An Analysis of the Effect of European Economic Community Tariff Policies, California Agri. Exp. Sta., Giannini Foundation Monograph 13, January 1967.
198. Deaton, Angus, "The Analysis of Consumer Demand in the United Kingdom, 1900-1970," Econometrica, 42:341-367, March 1974.

199. de Janvry, A. J. Bieri and A. Nunez, "Estimation of Demand Parameters Under Consumer Budgeting: An Application to Argentina," American Journal of Agricultural Economics, 54(3):422-430, August 1972.
200. "Department of Justice, Antitrust Division Vs. General Electric Company and Westinghouse Electric Company," Federal Register, Vol. 42, No. 61, Mar. 30, 1977.
201. Devino, G., A. Bradfield, J. Mengel and F. Webster, Economies of Size in Large Milk Processing Plants, M.P. 62, Agr. Exp. Sta., University of Vermont, May 1970.
202. Dewey, Donald, Monopoly in Economics and Law, Rand McNally, 1959.
203. Dewey, Donald, The Theory of Imperfect Competition: A Radical Reconstruction, Columbia University Press, 1969.
204. Diebold, John, "Multinational Corporations -- Why Be Scared of Them?" Foreign Policy, No. 12, Fall, 1973.
205. Dobson, William D., "An Analysis of Alternative Price Structures and Intermarket Competition in Federal Order Markets," Ph.D. Thesis, Purdue University, 1969.
206. Dobson, W. D. and E. M. Babb, An Analysis of Alternative Price Structures and Intermarket Competition in Federal Order Milk Markets, Res. Bul. 870, Agr. Exp. Sta., Purdue University, December 1970.
207. Dolbear, F. T., et al., "Collusion in Oligopoly: An Experiment on the Effect of Numbers and Information," Quarterly Journal of Economics, May, 1968, pp. 240-259.
208. Doll, J. P., V. J. Rhodes, and J. G. West, Economics of Agricultural Production, Markets and Policy, Homewood, Ill., Richard D. Irwin Co., 1968.
209. Druckman, D., "Prenegotiation Experience and Dyadic Conflict Resolution in a Bargaining Situation," Journal of Experimental Social Psychology, 1968, Vol. 4, pp. 367-383.
210. Druckman, D., "Dogmatism, Prenegotiation Experience, and Simulated Group Representation as Determinants of Dyadic Behavior in a Bargaining Situation," Journal of Personality and Social Psychology, 1967, Vol. 6, pp. 279-290.
211. Dubov, Irving, ed., Contemporary Agricultural Marketing, University of Tennessee Press, Knoxville, 1968.
212. Dubov, Irving, "Goals and Conflicts in Agricultural Marketing Research," Journal of Farm Economics, Vol. 32, 1957.

213. Duddy, Edward A. and David A. Revzan, Marketing, An Institutional Approach, 2nd ed., McGraw Hill, New York, 1953.
214. Duloy, J. H. and R. D. Norton, "Prices and Incomes in Linear Programming Models," American Journal of Agricultural Economics 57(4):591-600, 1975.
215. Eaton, B. C. and R. G. Lipsey, "The Non-Uniqueness of Equilibrium in the Loschian Location Model," American Economic Review, Vol. 66, No. 1, March 1976, pp. 77-93.
216. Economic Research Service, USDA, Agricultural Markets in Change, Agricultural Economic Report 95, July 1966.
217. Economic Research Service, USDA, Agriculture and Economic Growth, Agricultural Economic Report No. 28, March 1963.
218. Economic Research Service, USDA, The Food and Fiber System--How It Works, Agricultural Information Bulletin 383, 1975.
219. Economic Research Service, USDA, Marketing and Transportation Situation, August 1975.
220. Economic Research Service, USDA, Improving Marketing Systems in Developing Countries: An Approach to Identifying Problems and Strengthening Technical Assistance, February 1972.
221. Economic Research Service, USDA, Market Performance: Concepts and Measures, Agricultural Economics Report No. 244, Washington, D.C., September 1973.
222. Economic Research Service, USDA, Market Structure of the Food Industries, Market Research Report 971, September 1972.
223. Economic Research Service, USDA, The Marketing Challenge, Foreign Agricultural Economics Report 96, Proceedings of 1970 Conference.
224. Economic Research Service, USDA, Structure of Seasonal Supply and Demand in the Onion Market, Edward V. Jesse, Marketing Research Report No. 985, February 1973.
225. Economic Research Service, USDA, Structure of 6 Farm Input Industries, ERS-357, January 1968.
226. Economics, Statistics and Cooperatives Service, USDA, An Analysis of a Ban on Nitrite Use in Curing Bacon, ESCS-48, 1979.
227. Egbert, Alvin C. and Shlomo Reutlinger, "A Dynamic Model of the Livestock-Feed Sector," Journal of Farm Economics, Vol. 47, December 1965, pp. 1288-1305.

228. Ehrich, R. L., "Cash-Futures Price Relationships for Live Beef Cattle," American Journal of Agricultural Economics, February 1969, pp. 26-39.
229. Ehrich, R. L., "Comments on Some Theoretical Aspects of the Role of Agriculture in Economic Growth," 1970 Proceedings, WAEA, pp. 232-35.
230. Eichorn, Wolfgang, ed., Functional Equations in Economics, Adison-Wesley Publishing Co., London, 1978.
231. Engel, James F., David T. Kollatt and Roger D. Blackwell, Contemporary Behavior in Consumer Behavior, New York, Holt, Rinehart and Winston, Inc., 1976.
232. Engleman, Trends in Livestock Marketing Before and After the Consent Decree of 1920 and the Packers and Stockyards Act of 1921, House Small Business Committee, Subcommittee on Small Business Administration, June 23, 1975.
233. Experiment Station Committee on Organization and Policy, Proceedings of National Workshop on Coordination of Marketing Research, May 9-11, 1977, Washington, D.C.
234. Farrell, Kenneth R., Market Performance in the Food Sector, ERS-653, Economic Research Service, USDA, 1977.
235. Farrell, M. J., "The Measurement of Productive Efficiency," Journal of the Royal Statistics Society, Vol. 120, Part 3, 1957, pp. 253-290.
236. Farrell, M. J. and M. Fieldhouse, "Estimating Efficient Production Functions under Increasing Returns to Scale," Journal of Royal Statistics Society, Vol. 125, Part 2, 1962, pp. 252-267.
237. Farrington, R. L., "The Wide Range of the Programs Administered by the United States Department of Agriculture," The George Washington Law Review, Vol. 26, No. 2, January 1958.
238. Farris, Paul L., Chair, Subcommittee on North Central Regional Research Committee NCR-20, "A Report on Market Structure Research in Agricultural Economics," Journal of Farm Economics, Vol. 43, No. 3, August 1961.
239. Farris, P. L., The Changing Profile of Indiana Dairy Plants, Res. Prog. Rept. 318, Agr. Exp. Sta., Purdue University, September 1967.
240. Farris, Paul L., (editor), Market Structure Research, Iowa State University Press, 1964.
241. Farris, Paul, "Pricing Structure for Wheat at the Country Elevator," Journal of Farm Economics, August 1958, pp. 607-624.

242. Farris, P. L., "Uniform Grades and Standards, Product Differentiation and Product Development," Journal of Farm Economics, Nov. 1960, pp. 854-863.
243. Farruk, M. O., Structure and Performance of the Rice Marketing System in East Pakistan, IAD Bulletin 23, Agr. Exp. Sta., Cornell University, 1968.
244. Fedeler, J. A. and E. O. Heady, "Grain Marketing and Transportation Interdependencies: A National Model," American Journal of Agricultural Economics, May 1976.
245. Federal Trade Commission, Economic Report on the Influence of Market Structure on the Profit Performance of Food Manufacturing Companies, 1969.
246. Federal Trade Commission, The Quality of Data as a Factor Analysis of Structure Performance Relationships, 1971.
247. Fellner, William, Competition Among the Few, Reprints of Economic Classics, New York, 1960.
248. Ferber, Robert, "Consumer Economics, A Survey," Journal of Economic Literature, December 1973, pp. 1303-1342.
249. Ferguson, C. E., Microeconomic Theory, 3rd Edition, Richard D. Irwin, 1972.
250. Fischer, John L., "After the Green Revolution?," 1979 Proceedings, WAEA.
251. Fogg, C. Davis and Kent H. Keheken, "Price-Cost Planning," Journal of Marketing, April 1978, pp. 97-106.
252. Foote, Richard J., Analytical Tools for Studying Demand and Price Structures, Agricultural Handbook No. 146, USDA, Washington, D.C., 1958.
253. Foote, Richard J., John A. Craven and Robert R. Williams, Jr., "Quarterly Models to Predict Cash Prices of Pork Bellies," American Journal of Agricultural Economics, 54:603-610, November 1972.
254. Foote, R. J. and Karl A. Fox, Seasonal Variations: Methods of Measurement and Test of Significance, Agricultural Handbook No. 48, USDA, September 1952.
255. Forker, Olan D., Marketing Options for Farmers, mimeograph, Department of Agricultural Economics, Cornell University.
256. Forker, Olan D., Price Determination, Processes: Issues and Evaluation, FCS Information 102, Farmer Cooperative Service, USDA, September 1975.

257. Forker, Olan D. and James L. Pearson, co-chairmen, Northeast Marketing and Competition Research Program Steering Committee, A Master Plan for Food and Agricultural Marketing Competition and Policy Research in the Northeast, Northeast Regional Planning Committee, Oct. 1978.
258. Forker, Olan D. and V. James Rhodes, Marketing Alternatives for Agriculture--Is There a Better Way? A set of 13 leaflets on different topics by different authors, sponsored by a national committee and published at Cornell University, 1976.
259. Fouraker, L. and S. Siegel, Bargaining Behavior, New York, Greenwood, 1963.
260. Fox, Karl A., The Analysis of Demand for Farm Products, Technical Bulletin No. 1081, Iowa State University.
261. Fox, Karl A. and D. Gale Johnson, eds., Readings in the Economics of Agriculture, Irwin, Homewood, Illinois, 1969.
262. Foytik, J., "Characteristics of Demand for California Plums," Hilgardia, 20(20), April 1951.
263. Frahm, Donald G. and Lee F. Schrader, "An Experimental Comparison of Pricing in Two Auction Systems," American Journal of Agricultural Economics, Vol. 52, No. 4, Nov. 1970, pp. 528-534.
264. Freeman, Robert E., "Roles of Farm Productivity and Marketing Margins in Postwar Decline in Farm Prices," Journal of Farm Economics, Vol. 48, No. 1, February 1966, pp. 31-42.
265. Freebairn, J. W., "Welfare Implications of More Accurate Rational Forecast Prices," Australian Journal of Agricultural Economics, Vol. 20, No. 2, August 1976, pp. 92-102.
266. French, Ben C., "Some Considerations in Estimating Assembly Cost Functions," Journal of Farm Economics, November 1969, pp. 767-778.
267. French, B. C., "The Subsector as a Conceptual Framework for Guiding and Conducting Research," American Journal of Agricultural Economics, December 1974, pp. 1014-1022.
268. French, B. C. and M. Matsumoto, An Analysis of Price and Supply Relationships in the U.S. Brussels Sprouts Industry, Giannini Foundation Research Report No. 308, University of California, Davis, March 1970.
269. French, B., L. Sammet and R. Bressler, "Economic Efficiency in Plant Operations with Special Reference to the Marketing of California Pears," Hilgardia, Vol. 24, No. 19, July 1956.
270. Friedman, J. W., "On Experimental Research in Oligopoly," Review of Economic Studies, Vol. 36, No. 108, October 1969, pp. 399-416.

271. Friedman, Milton, "Positive Economics," Readings in Economics and Politics, American Economics Association, pp. 738-746.
272. Frisch, R., "A Complete Scheme for Computing All Direct and Cross Elasticities in a Model with Many Sectors," Econometrica, 27:177-196, 1959.
273. Fuchs, Victor R., ed., Policy Issues and Research Opportunities in Industrial Organization, National Bureau of Economic Research, 1972.
274. Fuller, S. W., Paul Randolph and Darwin Klingman, "Optimizing Sub-industry Marketing Organizations: A Network Analysis Approach," American Journal of Agricultural Economics, 58:425-435, August 1976.
275. Galbraith, J. K., American Capitalism: The Concept of Countervailing Power, Houghton-Mifflin, 1956.
276. Galbraith, J. K., Contemporary Issues in Economics.
277. Galbraith, J. K., Economics and the Public Purpose, Houghton-Mifflin, 1973.
278. Galbraith, J. K., statement in "Planning, Regulation and Competition," Senate Select Committee on Small Business, June 1967.
279. Galbraith, J. K., G. J. Stigler and J. P. Miller, "Fundamental Characteristics of the American Economy: Degrees of Competition, of Monopoly, and of Countervailing Power; Theoretical Significance," American Economics Review, Papers and Proceedings, Vol. 44, No. 2, 1-34, May 1954.
280. Galbraith, J. K., The New Industrial State, Houghton-Mifflin, Boston, 3rd rev. ed., 1978.
281. Galbraith, J. K. and R. H. Holton, Marketing Efficiency in Puerto Rico, Harvard University Press, 1955.
282. Gardner, Bruce L., "The Farm-Retail Price Spread in a Competitive Food Industry," American Journal of Agricultural Economics, 57:399-407, August 1975.
283. Garoian, Leon, ed., Economics of Conglomerate Growth, Oregon State University Press, 1969.
284. Gartner, G. G. and H. L. Cook, An Economic Appraisal of a National Marketing Order for Manufactured Milk, R. 2391, Agr. Exp. Sta., University of Wisconsin, Dec. 1972.
285. General Accounting Office, Beef Marketing: Issues and Concerns, U.S. Government Publication Series CED-78-153, Washington, D.C., September 1978.

286. George, P. S. and G. A. King, Consumer Demand for Food Commodities in the United States with Projections for 1980, Giannini Foundation Monograph 26, University of California - Berkeley, March 1971.
287. Glickstein, A., E. M. Babb, C. E. French, and J. H. Greene, Simulation Procedures for Production Control in an Indiana Cheese Plant, Research Bulletin 757, Agricultural Experiment Station, Purdue University, December 1962.
288. Godwin, Marshall R., Competitors in the Celery Market, Agricultural Economics Report No. 59-6, Agricultural Experiment Station, University of Florida, 1959.
289. Goble and Shaw, eds., Controversy and Dialogue in Marketing, Prentice-Hall, 1975.
290. Godwin, Marshall R. and William T. Manley, Demand and Competitive Relationships for Florida and Greenhouse-Grown Tomatoes, Agricultural Experiment Station Bulletin 703, University of Florida, 1965.
291. Gold, Gerald, Modern Commodity Futures Trading, Commodity Research Bureau, Inc., New York, 1968.
292. Goldberg, Ray A., "Marketing Costs and Margins: Current Use in Agribusiness-Structure Analysis," Journal of Farm Economics, December 1965, pp. 1352-1365.
293. Goldman, S. M. and H. Uzawa, "A Note on Separability in Demand Analysis," Econometrica 32(3):387-398, July 1964.
294. Goldschmid, Harvey, H. Michael Mann and J. Fred Weston, eds., Industrial Concentration: The New Learning, Little, Brown and Co., 1974.
295. Goreux, L. M., "Economic Growth and Commodity Projections," Monthly Bulletin of Agricultural Economics and Statistics, 10(718):1-17, July/August 1961.
296. Goreux, L. M., "Income and Food Consumption," Monthly Bulletin of Agricultural Economics and Statistics, F.A.O., Rome, 9(10): 1-13, October 1960.
297. Goreux, L. M. and A. Manne, eds., Multi-Level Planning: Case Studies in Mexico, North Holland Publishing Co., Amsterdam, 1973.
298. Granger, C. W. J. and M. Hatanaka, Spectral Analysis of Economic Time Series, Princeton, New Jersey, Princeton University Press, 1964.
299. Gray, R. W., "Onions Revisited," Journal of Farm Economics, May 1963, pp. 273-276.

300. Gray, Roger W., "Some Thoughts on the Changing Role of Price," Journal of Farm Economics, 46:117-227, 1964.
301. Gray, Roger W. and D. J. S. Rutledge, "The Economics of Commodity Futures Markets: A Survey," Review of Marketing and Agricultural Economics, 1972, pp. 57-109.
302. Green, H. A. J., Aggregation in Economic Analysis an Introductory Survey, Princeton, Princeton University Press, 1964.
303. Green, H. A. John, Consumer Theory, Baltimore, Penguin Books, Inc., 1971.
304. Green, Paul E. and Donald S. Tull, Research for Marketing Decisions, Prentice-Hall, Inc., Englewood Cliffs, N.J., 1966.
305. Greig, W. S. and A. D. O'Rourke, Apple Packing Costs in Washington, 1971: An Economic Engineering Analysis, Bulletin 755, Agricultural Experiment Station, Washington State University, May 1972.
306. Greig, W. S. and A. D. O'Rourke, Location Advantages in Applesauce Processing in the U.S. with Some Implications for the Washington Apple Industry, Bulletin 753, Agricultural Experiment Station, Washington State University, 1972.
307. Grennes, Thomas, and Paul R. Johnson, "Oligopoly Pricing in the World Wheat Market: Comment," American Journal of Agricultural Economics, Vol. 61, No. 3, August 1979, pp. 574-577.
308. Grether, E. T., Marketing and Public Policy, Prentice-Hall, Inc. Englewood Cliffs, N.J., 1966.
309. Greyser, Stephen A., ed., Toward Scientific Marketing, American Marketing Association, Chicago, 1964.
310. Griliches, Zvi, "Distributed Lags: A Survey," Econometrica, January Vol. 35(1), 1967, pp. 16-49.
311. Grossack, I. M., "Towards the Integration of Static and Dynamic Measures of Industrial Concentration," Review of Economics and Statistics, August 1965.
312. Grubel, Herbert G., International Economics, Homewood, Illinois, Richard D. Irwin, Inc., 1977.
313. Grunfield, Y. and Zvi Griliches, "Is Aggregation Necessarily Bad?," Review of Economics and Statistics, Vol. 62, 1960, pp. 1-13.
314. Gunnelson, G., W. D. Dobson, and S. Pamperin, "Analysis of the Accuracy of USDA Crop Forecasts," American Journal of Agricultural Economics, Vol. 54, No. 4, Part I, November 1972, pp. 639-645.

315. Gustafson, Robert L., "Implications of Recent Research on Optimal Storage Risks," Journal of Farm Economics, Vol. 40, 1958, pp. 240-300.
316. Haas, John T., et al., "The Future Role of Cooperatives in the Red Meats Industry," Marketing Research Report 1089, Economics, Statistics, and Cooperatives Service, USDA, April 1978, pp. 36-77.
317. Hadley, G., Non-Linear and Dynamic Programming, Reading, Massachusetts, Addison-Wesley Publishing Company, 1964.
318. Hahn, F. H., "The Theory of Selling Costs," Economic Journal, June, 1959.
319. Halcrow, H. G., Food Policy for America, McGraw-Hill Book Company, New York, 1977.
320. Hall, Bruce F. and Phillip LeVeon, "Farm Size and Economic Efficiency: The Case of California," American Journal of Agricultural Economics, 60; 4:589-600, 1978.
321. Hall, Harry H., Earl O. Heady, and Yakir Plessner, "Quadratic Programming Solution of Competitive Equilibrium for U.S. Agriculture," American Journal of Agricultural Economics, 50:536-555, August 1968.
322. Hall, M. and L. W. Weiss, "Firm Size and Profitability," Review of Economics and Statistics, August 1967.
323. Hallberg, M. C. and R. F. Fallert, Policy Simulation Model of the United States Dairy Industry, Bul. 805, Agr. Exp. Sta., Pennsylvania State University, January 1976.
324. Hallberg, M. C., D. E. Hahn, R. W. Stammer, G. J. Elterich, and C. L. Fife, Impact of Alternative Federal Milk Marketing Order Pricing Policies on the United States Dairy Industry, Bulletin 838, Agricultural Experiment Station, Pennsylvania State University, May 1978.
325. Hallberg, M. C. and W. R. Kriebel, "A Routing Algorithm Using the Nearest Neighbor Concept," American Journal of Agricultural Economics, Vol. 61, No. 1, February 1979, pp. 87-90.
326. Hammond, Leigh H., ed., Competition in Food Marketing, Agricultural Policy Institute Series 24, North Carolina State University, Raleigh, 1967.
327. Handy, C. R. and Padberg, D. I., "A Model of Competitive Behavior in Food Industries," American Journal of Agricultural Economics, Vol. 53, No. 2, May 1971, pp. 182-90.

328. Harberger, A. C., "Monopoly and Resource Allocation," American Economic Review, (Proceeding Issue), May 1954, pp. 77-87.
329. Harbeson, R. W., "The Clayton Act: Sleeping Giant of Antitrust," American Economic Review, March 1958.
330. Harlan, Homer Charles, ed., Readings in Economics and Politics, New York, Oxford University Press, 1961.
331. Harmston, Floyd K. and Hiroyuki Hino, "An Intertemporal Analysis of the Nature of Demand for Food Products," American Journal of Agricultural Economics, 52(3):381-386, August 1970.
332. Harris, Edmund S., Classified Pricing of Milk: Some Theoretical Aspects, Technical Bulletin No. 1184, Agricultural Marketing Service, USDA, April 1958, pp. 1-79.
333. Harris, H. M., "University Outlook Programs: A Review and Some Suggestions," Southern Journal of Agricultural Economics, Vol. 8, No. 2, December 1976, pp. 139-144.
334. Harrison, Kelley, et al., Improving Food Marketing Systems in Developing Countries: Experiences from Latin America, Research Report No. 6, Latin American Studies Center, Michigan State University, November 1976, Chapter 5, pp. 83-110.
335. Harrison and Shwedel, "Marketing Problems Associated with Small Farm Agriculture," report on an ADC/RTN Seminar, held at Michigan State University, June 7-8, 1974.
336. Harsanyi, J. C. "Approaches to the Bargaining Problem Before and After the Theory of Games: A Critical Discussion of Zeuthen's, Hicks', and Nash's Theories," Econometrica, 1956, Vol 24, pp. 144-157.
337. Harsanyi, J. C., "Bargaining in Ignorance of the Opponent's Utility Function," The Journal of Conflict Resolution, 1962, Vol. 6, pp. 29-38.
338. Hart, P., "The Size and Growth of Firms," Economics, Vol. 29, No. 113, February 1962, p. 29.
339. Hassan, Zuhair A. and S. R. Johnson, Consumer Demand for Major Foods in Canada, Economics Branch Publication No. 76/2, Agriculture Canada, April 1976.
340. Hassan, Zuhair, S. R. Johnson and Richard Green, State and Dynamic Demand Functions: An Application to the Canadian Data, Research Report, Agriculture Canada, October-December, 1977.
341. Hassler, J. B., "Interregional Competition in Agriculture, Principal Forces, Normative Models," Journal of Farm Economics, Vol. 41, No. 5, 1959, pp. 959-968.

342. Hassler, J. B., Pricing Efficiency in the Manufactured Dairy Products Industry.
343. Hayami, Yujiro, and Willis Peterson, "Social Returns to Public Information Services: Statistical Reporting of U.S. Farm Commodities," American Economic Review, Vol. 62, No. 1, March 1972, pp. 119-130.
344. Hayenga, Marvin L., "Food Industry Organization and Behavior: Some Recent Change Forces," Western Journal of Agricultural Economics, Vol. 1, No. 1, June 1977, pp. 33-38.
345. Hayenga, Marvin, ed., Pricing Problems in the Food Industry (With Emphasis on Thin Markets), Monograph No. 7, NC-117, 1979.
346. Hayenga, Marvin L., and Duane Hacklander, "Monthly Supply-Demand Relationships for Fed Cattle and Hogs," American Journal of Agricultural Economics, 52(4), 535-544, November 1970.
347. Hazell, P. B. R., and P. Scandizzo, "Competitive Demand Structures Under Risk in Agricultural Linear Programming Models," American Journal of Agricultural Economics, 56(2):235-243, 1974.
348. Heady, Earl O. and Wilfred Candler, Linear Programming Methods, Iowa State Press, 1958.
349. Heady, Earl O. and Urma K. Srivastava, Spatial Sector Programming Models in Agriculture, Iowa State University Press, 1975.
350. Heflebower and Stocking, eds., Readings in Industrial Organization and Public Policy, Richard Irwin, 1958.
351. Heggstad, Arnold and Stephen Rhoades, "Influence of Statewide Banking Structure on Bank Conduct," Atlantic Economic Journal, December 1978, Vol. 6, No. 4, p. 45-51.
352. Heien, Dale, "Price Determination Processes for Agricultural Sector Models," American Journal of Agricultural Economics, 59: 126-132, February 1977.
353. Heifner, Richard, "Optimal Hedging Levels and Hedging Effectiveness in Cattle Feeding," Agricultural Economics Research, 1972, pp. 25-36.
354. Helmberger, Peter G., "Cooperative Enterprise as a Structural Dimension of Farm Markets," Journal of Farm Economics, 46:603-617, August 1964.
355. Helmberger, Peter G. and Sidney Hoos, Cooperative Bargaining in Agriculture, University of California, Division of Agricultural Sciences, 1965.
356. Helmberger, Peter and Sidney Hoos, "Cooperative Enterprise and Organization Theory," Journal of Farm Economics, Vol. 44, May 1962, pp. 275-290.

357. Helmberger, Peter and W. F. Mueller, Vertical Integration Theory: Its Use in Researching the Organization and Control of Agriculture, Department of Agricultural Economics, University of Wisconsin, Madison, mimeograph, 1974.
358. Hempel, Carl G., "Typological Methods in the Social Sciences," Science, Language and Human Rights, Vol. 1, American Philosophical Association, Eastern Division, University of Pennsylvania Press, Philadelphia, 1952, pp. 65-86; also in The Nature and Scope of Social Science: A Critical Anthology, L. Krimerman, ed., New York, Appleton-Century-Crofts, 1969, pp. 445-456.
359. Henderson, James M. and Richard E. Quandt, Microeconomic Theory: A Mathematical Approach, second edition, McGraw-Hill, New York, 1971.
360. Henderson, P. L., Butter and Cheese: Sales Changes Associated with Three Levels of Promotion, Ag. Ec. Rept. 322, Economic Research Service, USDA, January 1976.
361. Herrmann, R. O., The Consumer Movement in Historical Perspective, A.E. & RS 88, Ag. Exp. Sta., Pennsylvania State University, 1970.
362. Hicks, J. R., "Annual Survey of Economic Theory: The Theory of Monopoly," Econometrica, January 1935, pp. 1-20.
363. Hicks, J. R., Value and Capital: An Inquiry Into Some Fundamental Principles of Economic Theory, Oxford University Press, London, 1946.
364. Hieronymus, Thomas A., Economics of Futures Trading, Commodity Research Bureau, Inc., New York, 1971.
365. Hilger, D. A., B. A. McCarl and J. W. Uhrig, "Facilities Location: The Case of Grain Subterminals," American Journal of Agricultural Economics, Vol. 59, No. 4, November 1977, pp. 674-682.
366. Hillman, Jimmie, "Agricultural Protection: An Observation and Warning," Western Journal of Agricultural Economics, Vol. 3, No. 2, December 1978, pp. 111-120.
367. Hillman, Jimmie, "Nontariff Barriers: Major Problem in Agricultural Trade," American Journal of Agricultural Economics, Vol. 60, No. 3, August 1978, pp. 491-501.
368. Hirshleifer, J., "Where Are We in the Theory of Information," American Economic Review, Vol. 43, No. 2, May 1973, pp. 31-39.
369. Holmes, R. A., "Combining Cross-Section and Time Series Information in Demand Relationships for Substitute Goods," American Journal of Agricultural Economics, Vol. 50(1) February 1968, pp. 56-65.

370. Homans, G. C., Social Behavior: Its Elementary Forms, New York, Harcourt, Brace & World, Inc., 1961.
371. Hoos, Sidney, "Marketing Agreements and Orders," Farmers in the Market Economy, Iowa State University Press, 1964.
372. Houck, J. P., "A Look at Flexibilities and Elasticities," Journal of Farm Economics, 48(2):225-232, May 1966.
373. Houck, J. P., "A Statistical Model of the Demand for Soybeans," Journal of Farm Economics, 46(2):366-374, May 1964.
374. Houthakker, H. S., "An International Comparison of Household Expenditure Patterns, Commemorating the Centenary of Engel's Law," Econometrica, 25:532-551, October 1957.
375. Houthakker, H. S., "New Evidence on Demand Elasticities," Econometrica, 33(2):277-288, April 1965.
376. Houthakker, H. S. and L. D. Taylor, Consumer Demand in the United States: Analysis and Projections, Harvard University Press, 1970.
377. Howe, Howard, "Cross-Section Application of Linear Expenditure Systems: Responses to Sociodemographic Effects," American Journal of Agricultural Economics, 59:141-148, February 1977.
378. Howard, John A., Marketing Theory, Allyn and Bacon, Boston, 1965.
379. Hummer, P. D., R. Baden, R. L. Oehrtman, Vertical Coordination in Cooperative Grain Marketing Systems in the Southern Plains, Oklahoma Agricultural Experiment Station, Bulletin B-725, June 1976.
380. Hunt, Shelby D., "A General Paradigm of Marketing: In Support of the '3-Dichotomies Model'," Journal of Marketing 42:107-110, April 1978.
381. Hunt, Shelby D., "The Nature and Scope of Marketing," Journal of Marketing 40:17-28, July 1976.
382. Hushak, L. J., "A Welfare Analysis of the Voluntary Corn Diversion Program, 1961 to 1966," American Journal of Agricultural Economics, Vol. 53, No. 2, 1971, pp. 173-181.
383. Ijiri, Y., "Fundamental Queries in Aggregation Theory," Journal of the American Statistical Association, Vol. 66, 1971, pp. 766-782.
384. Imel, B. and P. Helmberger, "Estimation of Structure - Profit Relationships with Application to the Food Processing Sector," American Economic Review, September 1971.

385. Intrilligator, M. D., ed., Frontiers of Quantitative Economics, 1971.
386. Iowa State University, Farmers in the Market Economy, Iowa State University Press, Ames, 1964.
387. Ippolito, Richard and Robert T. Masson, The Social Costs of Federal Regulation of Milk, Staff Paper No. 141, Department of Economics, Cornell University, March 1977.
388. Isard, W., Methods of Regional Analysis: And Introduction to Regional Science, MIT Press, 1960.
389. Ishee, Sidney and W. L. Barr, Effects of Bulk Milk Assembly on Hauling Costs, Station Bulletin No. 641, Agricultural Experiment Station, Pennsylvania State University, December 1958.
390. Ishi, Y., "On the Theory of the Competitive Firm Under Price Uncertainty: Note," American Economic Review, September 1977, pp. 768-769.
391. Jamison, John, "Market Orders and Public Policy for the Fruit and Vegetable Industry," Food Research Institute Studies, Volume X, No. 3.
392. Jamison, John A. and Karl Brandt, Marketing Order: Performance, Potential and Limitations - The Case of California Cling Peaches and Asparagus, Food Research Institute, Stanford University, July 1965.
393. Jesness, O. B., "The Economic Basis for Market Grades," Journal of Farm Economics, 1933, pp. 707-717.
394. Jesse, Edward V. and Aaron C. Johnson, "Analysis of Vegetable Contracts," American Journal of Agricultural Economics, Vol. 52, No. 4, November 1970, pp. 345-554.
395. Johnson, A. C. and Peter Helmberger, "Price Elasticity of Demand as an Element of Market Structure," American Economic Review, December, 1967, pp. 1218-1221.
396. Johnson, Joe M., Equitable Pricing of Apples for Processing, Agr. Exp. Sta. Bul. 359, Virginia Polytechnic Institute, June 1965.
397. Johnson, P. R., "The Social Cost of the Tobacco Program," Journal of Farm Economics, Vol. 47, No. 2, 1965, pp. 242-255.
398. Johnson, Ralph, "An Economic Evaluation of Alternative Marketing Methods for Fed Cattle," SB 520, Agr. Exp. Sta., University of Nebraska, June 1972.
399. Joint Economic Committee Hearings, Prices and Profits of Leading Retail Food Chains, 1970-1974, March 30 and April 5, 1977.

400. Jones, L. D. and E. M. Babb, "An Analysis of Economic Behavior and Performance in the Food Retailing Industry Using Experimental Business Gaming," Decision Sciences, Vol. 6, No. 3, July 1975, pp. 541-555.
401. Joskow, Paul, "Firm Decision-Making Processes and Oligopoly Theory," American Economic Review, May, 1975.
402. Judge, G. G., chairman, "Spatial Economics," Journal of Farm Economics, Vol. 46, No. 5, December 1964.
403. Judge, G. G. and T. Takayama, eds., Studies in Economic Planning Over Space and Time, New York, Elsevier Publishing Company, 1973.
404. Judge, G. G. and T. D. Wallace, "Estimation of Spatial Equilibrium Models," Journal of Farm Economics, Vol. 40, No. 4, March 1958, pp. 801-820.
405. Judge, G. G. and T. D. Wallace, Spatial Price Equilibrium Analysis of the Livestock Economy, Methodological Development and Annual Spatial Analysis of the Beef Marketing Sector, Tech. Bulletin T73, Agri. Exp. Sta., Oklahoma State University, 1959.
406. Kafoglis, M., "Output of the Restrained Firm," American Economic Review, September 1969.
407. Kahn, Alfred E., "The Depletion Allowance and Cartelization," American Economic Review, June 1964.
408. Kahn, Alfred, The Economics of Regulation, Vols. I and II.
409. Kahn, A. S. and J. W. Kohls, "Determinants of Toughness in Dyadic Bargaining," Sociometry, Vol. 35, 1972, pp. 305-315.
410. Kaplan, A. D. H. et al., Pricing in Big Business, Brookings Institution, Washington, D.C., 1958.
411. Katona, George, The Powerful Consumer, McGraw-Hill Book Co., Inc., 1960.
412. Katzman, Martin T., "The VonThuenen Paradigm, The Industrial-Urban Hypothesis, and the Spatial Structure of Agriculture," American Journal of Agricultural Economics, Vol. 56, No. 4, 1974, pp. 696-683.
413. Kaysen, C. and D. F. Turner, Antitrust Policy: An Economic and Legal Analysis, Cambridge, Mass., Harvard University Press, 1959.
414. Keith, R., "The Marketing Revolution," Journal of Marketing, January 1960.

415. Kelley, H. H., L. L. Beckman and C. S. Fisher, "Negotiating the Division of a Reward under Incomplete Information," Journal of Experimental Social Psychology, Vol. 3, 1967, pp. 361-398.
416. Kerchner, O., Cost of Transporting Bulk and Packaged Milk by Truck, MRR 791, Economics Research Service, USDA, May 1967.
417. Kilmer, Richard L. and David E. Hahn, "Effects of Market Share and Anti-Merger Policies on the Fluid Milk Industry," American Journal of Agricultural Economics, Vol. 60, No. 3, August 1978, pp. 385-394.
418. King, Gordon A., "Econometric Models of the Agricultural Sector," American Journal of Agricultural Economics, 57:164-171, May 1975
419. King, G. A., A Framework for Studies on Location of Agricultural Production and Processing, Department of Agricultural Economics, University of California, November 1970.
420. King, G. A. and S. H. Logan, "Optimum Location, Number and Size of Processing Plants with Raw Product and Final Product Shipments," Journal of Farm Economics, Vol. 46, No. 1, Feb. 1964, pp. 94-108.
421. King, G. A., and L. F. Schrader, "Regional Location of Cattle Feeding--A Spatial Equilibrium Analysis," Hilgardia, 34(10): 331-416, July 1963.
422. King, Richard A. ed., Interregional Competition Research Models, Agricultural Policy Institute, North Carolina State University, 1963.
423. King, R. A. and F. Ho, Reactive Programming: A Market Simulating Spatial Equilibrium Algorithm, Economics Research Report No. 21, North Carolina State University, April 1972.
424. Kip, Ergun and Gordon A. King, The Demand for Selected Deciduous Tree Fruits with Implications for Alternative 1980 Production Levels, Giannini Foundation Research Report No. 309, University of California, Berkeley, June 1970.
425. Knudtson, A. C., "The Concept of Marketing Efficiency."
426. Knudtson, A. C., "Estimating Economies of Scale," Journal of Farm Economics, 40:750-756, August 1958.
427. Knutson, Ronald, "Buyer Strategy in Bilateral Oligopoly," American Journal of Agricultural Economics, December 1968.
428. Knutson, Ronald D., "Cooperatives and The Competitive Ideal," Journal of Farm Economics, Vol. 48, No. 3, August 1966, pp. 23-36.

429. Knutson, Ronald, Wallace Barr, and William Black, Marketing Alternatives, Agricultural Extension Service, Texas A&M University, March 1978.
430. Koch, James W., Industrial Organization and Prices, Prentice-Hall, 1974.
431. Kofi, Tetten A., "A Framework for Comparing the Efficiency of Futures Markets," American Journal of Agricultural Economics, Vol. 55, No. 4, November 1973, pp. 584-594.
432. Koch, James W., Industrial Organization and Prices, Prentice-Hall, 1974.
433. Kohls, R. L., "A Critical Evaluation of Agricultural Marketing Research," Journal of Farm Economics, Vol. 39, No. 5, 1957, pp. 1600-1609.
434. Kohls, R. L., Impacts of Vertical Integration by Contract in U.S. Agriculture, mimeograph paper, Purdue University.
435. Kohls, R. L., "Increasing the Usefulness of Research in Agricultural Economics."
436. Kohls, Richard L., "Toward A More Meaningful Concept of Marketing Efficiency," Journal of Farm Economics, February 1956, pp. 68-73.
437. Kohls, Richard L. and W. David Downey, Marketing of Agricultural Products, fourth edition, New York, The MacMillan Company, 1972.
438. Kolter, Philip, Marketing Management, Prentice-Hall, Inc., Englewood Cliffs, N.J., 1967.
439. Kottke, Marvin, "Spatial, Temporal and Product-Use Allocation of Milk in an Imperfectly Competitive Dairy Industry," American Journal of Agricultural Economics, 52(1):33-44, February 1970.
440. Kuh, E., "The Validity of Cross-Sectionally Estimated Behavior Equations in Time Series Applications," Econometrica, 27:197-214, April 1959.
441. Labys, Walter C., Dynamic Commodity Models: Specification, Estimation, and Simulation, Lexington, Massachusetts, D.C. Heath and Company, 1973.
442. Labys, Walter C., ed., Quantitative Models of Commodity Markets, Ballinger Publishing Co., Cambridge, Mass., 1975.
443. Ladd, George W., Agricultural Bargaining Power, Iowa State University Press, Ames, 1964.

444. Ladd, George W., "Federal Milk Marketing Order Provisions: Effects on Producer Prices and Intermarket Price Relationships," American Journal of Agricultural Economics, Vol. 51, 1969, pp. 625-641.
445. Ladd, George, "A Model of a Bargaining Cooperative," American Journal of Agricultural Economics, August 1974, pp. 509-519.
446. Ladd, George and Dennis Lifferth, "An Analysis of Alternative Grain Distribution Systems," American Journal of Agricultural Economics, August 1975, pp. 420-430.
447. Ladd, George W. and James E. Martin, Application of Distributed Lag and Autocorrelated Error Models to Short-Run Demand Analysis, Res. Bul. 526, Agr. Exp. Sta., Iowa State University, May 1964.
448. Ladd, G. W. and V. Suvannunt, "A Model of Consumer Goods Characteristics," American Journal of Agricultural Economics, 58(3):504-510, August 1976.
449. Ladd, George W. and Gail E. Updegraff, Allocation of Milk Among Products to Maximize Gross Income of the Nation's Dairy Farmers Under 1964 Demand Functions, Research Bulletin 567, Iowa Agriculture and Home Economics Experiment Station, Iowa State University, March 1969.
450. Lafferty, D. G. and John D. Campbell, Economics Aspects of Contract Marketing of Cotton, Southern Coop. Series Bul. 204, April 1975.
451. Lancaster, Kelvin, Consumer Demand: A New Approach, New York, Columbia University Press, 1971.
452. Lancaster, K., "A New Approach to Consumer Theory," Journal of Political Economy, April 1966.
453. Langhoff, Peter, ed., Models, Measurement and Marketing, Prentice-Hall, Englewood Cliffs, N.J., 1965.
454. Langham, Max R., Game Theory, Applied to a Policy Problem of Rice Farmers, D.A.E. Circular No. 317, Department of Agricultural Economics and Agribusiness, Louisiana State University, November 1962.
455. Langemeier, Larry N. and Robert M. Finley, "Effects of Split-Demand and Slaughter-Capacity Assumptions on Optimal Locations of Cattle Feeding," American Journal of Agricultural Economics, Vol. 53, No. 2, May 1971, pp. 228-234.
456. Lanzillotti, Robert, "Market Power and the Farm Problem," Journal of Farm Economics, December 1960, pp. 1228-1264, (includes discussants).

457. Lau, Lawrence J. and Pan A. Yotopoulos, "Profit, Supply, and Factor Demand Functions," American Journal of Agricultural Economics, Vol. 54, No. 1, 1972, pp. 11-18.
458. Laughhunn, D. J., "Distributional Effects in Demand Analysis: Observations and Predictive Tests," Journal of American Statistical Association, 65(33-0):576-585, June 1970.
459. Lavidge, Robert J. and Robert J. Holloway, eds., Marketing and Society: The Challenge, Richard D. Irwin, Inc., Homewood, Ill., 1969.
460. Lee, Feng-Yao, "Estimation of Dynamic Demand Relations from a Time Series of Family Budget Data," Journal of American Statistical Association, 65(330):586-597, June 1970.
461. Lee, T. C., G. Judge and T. Takayama, "On Estimating the Transition Probabilities of a Markov Process," Journal of Farm Economics, Vol. 47, No. 3, August 1965.
462. Lee, Tsoug-Chao and Stanley K. Seaver, "A Simultaneous-Equation Model of Spatial Equilibrium and Its Application to the Broiler Markets," American Journal of Agricultural Economics, Vol. 53, No. 1, February 1971, pp. 63-70.
463. Leibenstein, Harvey, "Allocative Efficiency vs. X-Efficiency," American Economics Review, June 1966, pp. 392-415.
464. Leibenstein, Harvey, Bandwagon, Snob, and Veblen Effects.
465. Leibenstein, Harvey, Beyond Economic Man, Boston, Harvard University Press, 1976.
466. Leibenstein, H., "Competition and X-Efficiency: Reply," Journal of Political Economy, Vol. 81, May/June 1973, pp. 765-77.
467. Lele, Uma, "Considerations Related to Optimum Pricing and Marketing Strategies in Rural Development," 16th International Conference of Agricultural Economists, 1976, Proceedings Volume, the University of Nebraska Press.
468. Lele, Uma J., Food Grain Marketing in India: Private Performance and Public Policy, Ithaca, Cornell University Press, 1971.
469. Lele, Uma, Working of Grain Markets in India, Department of Agricultural Economics, Cornell University, 1968.
470. Leontief, W., "Introduction to a Theory of Internal Structure of Functional Relationships," Econometrica, 15:361-373, 1947.
471. Lesser, W., "The Use of Deductive Reasoning in Analyzing Market Structure, Conduct and Performance: A Case Study from the Great Lakes Fish Processing Industry," mimeograph, 1978.

472. Leuthold, Raymond M., Actual and Potential Use of the Livestock Futures Market by Illinois Producers, AERR-141, Dept. of Ag. Econ., University of Illinois, December 1975.
473. Leuthold, R. M. and D. L. Bawden, An Annotated Bibliography of Spatial Studies, Res. Report 25, Agr. Exp. Sta., University of Wisconsin, August 1966.
474. Levin, R. I. and C. A. Kirkpatrick, Quantitative Approaches to Management, McGraw-Hill, 1971.
475. Levis, Alexander H. and Leroy Quance, System Theory Applications to Agricultural Modeling, ESCS-07, Economics, Statistics, and Cooperatives Service, USDA, February 1978.
476. Liebert, R. M., W. P. Smith, M. Keiffer and J. H. Hill, "The Effects of Information and the Magnitude of the Initial Offer on Interpersonal Negotiations," Journal of Experimental Social Psychology, 1968, 4: 431-441.
477. Lindzey, G. and E. Aronson, eds., Handbook of Social Psychology, 2nd edition, Addison-Wesley, Reading, Massachusetts, 1969.
478. Lipsey, R. G. and K. Lancaster, "The General Theory of Second Best," Review of Economic Studies, Vol. 24, No. 63, October, 1956, pp.11-32.
479. Lloyd, C., Microeconomic Analysis, Homewood, Ill., Richard D. Irwin, Inc., 1967.
480. Logan, S. H. and J. N. Boles, "Quarterly Fluctuations in Retail Prices of Meat," Journal of Farm Economics, 44(4):1050-1060, November 1962.
481. Logan, S. H. and G. A. King, "Size and Location Factors Affecting California's Beef Slaughtering Plants," Hilgardia, 36(4):139-1, December 1964.
482. Logan, S. H., G. C. Rausser and R. A. Oliveira, "A Note on the Measurement of Price Elasticity of Demand," American Journal of Agricultural Economics, February 1971.
483. Lough, H. W., Truck Transportation Costs of Bulk Milk, AGERS-33, Economic Research Service, USDA, August 1977.
484. Low, Richard E., Modern Economic Organization, R. D. Irwin, Homewood, Il., 1970.
485. Lowe, J. C., Hog Marketing by Teletype, Publication Number 471, Department of Agriculture, Manitoba.
486. Loyns, Richard M. A., "An Economic Analysis of the Marketing Order for California Almonds," Ph.D. thesis, University of California, Berkeley, 1968.

487. Loyns, Richard M. A., "National Marketing Boards: A Review of Their Problems and Potentials,": paper presented at the Agricultural Economics Conference, Winnipeg, Manitoba, February 11, 1971, mimeo, Department of Agricultural Economics, University of Manitoba.
488. Luce, P. D. and H. Raiffa, Games and Decisions, John Wiley, 1967.
489. Luttrell, Clifton B., "Free Trade: A Major Factor in U.S. Farm Income," Economic Review, Federal Reserve Bank of St. Louis, March 1977, pp. 18-24.
490. Lynn, Robert A., "Unit Volume for Pricing," Journal of Marketing, October 1968, pp. 34-39.
491. Lyon, Herbert L. and Julian L. Simon, "Price Elasticity of the Demand for Cigarettes in the United States," American Journal of Agricultural Economics, 50:888-895, November 1963.
492. Machlup, Fritz and Martha Taber, "Bilateral Monopoly, Successive Monopoly, and Vertical Intergration," Economica, May 1960.
493. Mallen, Bruce E., ed., The Marketing Channel: A Conceptual Viewpoint, John Wiley and Sons, Inc., New York, 1967.
494. Mankertz, Huntley G., "Statistical Evaluation of Regional Differences in the Market for Processed Food Commodities," The Review of Economics and Statistics, May 1969, Vol. 50(2), pp. 195-201.
495. Mann, H. M., "Seller Concentration, Barriers of Entry, and Rates of Return in Thirty Industries, 1950-60," Review of Economics and Statistics, August 1966, pp. 296-307.
496. Mann, Jitendar S., Dynamics of the U.S. Tobacco Economy, Tech. Bul. No. 1499, Economic Research Service, USDA, August 1974.
497. Manne, Alan S. ed., Investments for Capacity Expansion Size, Location, and Time-Phasing, Cambridge, Massachusetts Institute of Technology Press, 1967.
498. Manne, Alan S. and H. M. Markowitz, Studies in Process Analysis Economy-Wide Production Capabilities, New York, John Wiley and Sons, Inc., 1963.
499. Manne, Henry G., The Economics of Legal Relationships, West Publishing Co., St. Paul, 1975.
500. Mansfield, E., "Size of Firms, Market Structure and Innovation," Journal of Political Economy, December 1963.
501. Marion, Bruce, ed., Agricultural Cooperatives and the Public Interest, Monograph No. 4, NC-117, University of Wisconsin, September 1978.

502. Marion, Bruce W., Determinants of Market Performance, ES091, Department of Agricultural Economics and Rural Sociology, Ohio State University, 1972.
503. Marion, Bruce W., Dynamic Factors in Vertical Commodity Systems: A Case Study of the Broiler System, OARC Research Bulletin 1065, Ohio State University, October 1973.
504. Marion, Bruce W., Government Regulation of Competition in the Food Industry, WP-21, N.C. 117, University of Wisconsin, September 1978.
505. Marion, Bruce, ed., Coordination and Exchange in Agricultural Sub-sectors, Monograph No. 2, N.C. 117, University of Wisconsin, 1976, pp. 179-195.
506. Marion, Bruce W. and Charles R. Handy, Market Performance: Concepts and Measures, Agr. Econ. Rep. No. 244, Economic Research Service, USDA, September 1973.
507. Marion, B. W. and W. F. Mueller, Future Frontiers in Agricultural Marketing Research.
508. Marion, Bruce W., Willard F. Mueller, Ronald W. Cotterill, Frederick E. Geithman, John R. Schmelzer, The Food Retailing Industry: Market Structure, Profits and Prices, Praeger Publishers, 1979.
509. Marion, Bruce W., Willard F. Mueller, Ronald W. Cotterill, Frederick E. Geithman, and John R. Schmelzer, "The Price and Profit Performance of Leading Food Chains," American Journal of Agricultural Economics, Vol. 61, No. 3, August 1979, pp. 420-433.
510. Marion, Bruce W., The Profit and Price Performance of Leading Food Chains, 1970-74, Joint Economic Committee Report, April 12, 1977.
511. Marion, B. W. and T. L. Sporleder, "An Evaluation of the Economic Basis for Antitrust Policy in the Food Industry," American Journal of Agricultural Economics, December 1976.
512. Markham, Jesse W., "An Alternative Approach to the Concept of Workable Competition," American Economic Review, June 1950.
513. Markham, Jesse W., ed., Industrial Organization and Economic Development, Houghton-Mifflin, Boston, 1970.
514. Marris, Robin and Adrian Wood, The Corporate Economy, Cambridge, MA, Harvard University Press, 1971.
515. Marsh, John M., Effects of Marketing Costs on Livestock and Meat Prices for Beef and Pork, Bul. 697, Agr. Exp. Sta., Montana State University, May 1977.

516. Martin, James E., "The Use of Distributed Lag Models Containing Two Lag Parameters in the Estimation of Elasticities of Demand," Journal of Farm Economics, Vol. 45, No. 5, December 1963, pp. 1474-1481.
517. Martin, Lee R., ed., A Survey of Agricultural Economics Literature, 3 Vol., University of Minnesota Press, Minneapolis, 1977.
518. Martin, Larry and Anthony C. Zwart, "A Spatial and Temporal Model of the North American Pork Sector for the Evaluation of Policy Alternatives," American Journal of Agricultural Economics, 57:55-66, February 1975.
519. Martin, Michael V. and Reynold P. Dahl, Social Costs of Regulating Railroad Grain Rates in the Upper Midwest, Technical Bulletin No. 319, Agricultural Experiment Station, University of Minnesota, 1979.
520. Massel, Mark S., Competition and Monopoly: Legal and Economic Issues, Doubleday & Co., Garden City, N.Y., 1964, pp. 217-230.
521. Mathews, "Intraseasonal Demand for Arizona Lettuce," M.S. thesis.
522. Mathia, G. A. and R. A. King, Planning Data for the Sweet Potato Industry No. 3, Selection of the Optimum Number, Size, and Location of Processing Plants in Eastern North Carolina, AE Information Series No. 97, North Carolina State University, 1963.
523. Mathis, Stephen A., Duane G. Harris, and Michael Boehlje, "An Approach to the Delineation of Rural Banking Markets," American Journal of Agricultural Economics, Vol. 60, No. 4, 1978, pp. 601-608.
524. Matsumoto, Masao and Ben C. French, "Empirical Determination of Optimum Quality Mix," Agricultural Economics Research, 23:1-9, January 1971.
525. McCall, J. J., "Probabilistic Microeconomics," The Bell Journal of Economics and Management Science, Vol. 2, No. 2, Autumn 1971, pp. 403-433.
526. McClelland, E. L., L. Polopoulus and L. H. Myers, Optimal Allocation of the Florida Citrus Industry's Generic Advertising Budget, Ag. Econ. Report 20, Agr. Exp. Sta., University of Florida, April 1971.
527. McKie, James W., Tin Cans and Tin Plate, Cambridge, Mass., Harvard University Press, 1959.
528. McKinney, Luther and Donald Washburn, "Antitrust--A Route to Centralized Governmental Planning," p. 861.

529. McKinsey, J. C., Introduction to the Theory of Games, McGraw-Hill, 1952.
530. McLaughlin, D. J. and Charles Mallowe, eds., Food Marketing and Distribution: Selected Readings, Lebher Friedman, 1971.
531. McPherson, W. W., "Role of Agricultural Trade in Economic Development," Journal of Farm Economics, May 1966, pp. 354-65.
532. Medani, A. I., "Elasticity of Marketable Surplus of a Subsistence Crop at Various Stages of Development," Economic Development and Cultural Change, 1975, pp. 421-429.
533. Meissner, Frank, Review of Kelly Harrison et al., Improving Food Marketing Systems in Developing Countries: The Experience from Latin America, October 1976.
534. Mellor, John W., The Economics of Agricultural Development, Cornell University Press, 1966, pp. 328-344.
535. Menge, John, "Style Change Costs as a Market Weapon," Quarterly Journal of Economics, November 1962, pp. 632-647.
536. Merrill, Lynch, Pierce, Fenner and Smith, Inc., How to Hedge Commodities, 70 Pine St., N.Y., 10005.
537. Metzger, H. B., "Marketing Research at State Agricultural Experiment Stations, Past, Present, Future," Cooperative State Research Service, USDA.
538. Metzger, Homer B., "Views on Strengthening Marketing Economics Research," Agricultural Science Review, first quarter, 1973, pp. 25-29.
539. Mickwitz, Gosta, "The Means of Competition at Various Stages of Production and Distribution," Kyklos, 11:509-20, 1958.
540. Miedema, A. K., "The Retail-Farm Price Ratio, the Farmer's Share and Technical Change," American Journal of Agricultural Economics, Vol. 58, No. 4, November 1976, pp. 750-756.
541. Mighell, R. L. and W. Hoofnagle, Contract Production and Vertical Intergration in Farming, 1960 and 1970, Research Report 479, Economic Research Service, USDA, April 1972.
542. Mighell, Ronald L. and Lawrence A. Jones, Vertical Co-ordination in Agriculture, Agricultural Economics Report No. 19, Economic Research Service, USDA, February 1963.
543. Miklius, W., K. L. Casavant and P. V. Garrod, "Estimating the Demand for Transportation of Agricultural Commodities," American Journal of Agricultural Economics, May 1976, pp. 217-223.

544. Miller, B. R. and R. A. King, Models for Measuring the Impacts of Technological Change on Location of Marketing Facilities, AE 115, Agr. Exp. Sta., North Carolina State University, September 1964.
545. Miller, Clarence, Marketing and Economic Development, University of Nebraska Press, Lincoln, 1967.
546. Miller, Glenn H., "Population Change and Income Growth in the 1979's," Economic Review, Federal Reserve Bank of Kansas City, July-August, 1978, pp. 3-16.
547. Minami, Dwight D., "An Economic Analysis of Market Control in the California Cling Peach Industry," Ph.D. Dissertation, University of California, Davis, 1977.
548. Moede, H. H., Out-of-Market Bulk Milk Shipment Charges for Selected Federal Order Markets, Marketing Research Report 959, Economic Research Source, USDA, May 1972.
549. Moede, H. H., Over-the-Road Cost of Hauling Bulk Milk, MRR 919, Economic Research Service, USDA, January 1971.
550. Moore, John R., "Bargaining Power Potential in Agriculture," American Journal of Agricultural Economics, Vol. 50, pp. 1051-1053.
551. Moore, John R., "The Billion Dollar Farm Coops Nobody Knows," Business Week, February 7, 1977.
552. Moore, J. R. and R. G. Walsh, eds., Market Structure of the Agricultural Industries: Some Case Studies, Iowa State University Press, Ames, Iowa, 1966.
553. Morris, Peter F., "Finding a Fair Price for Widgets," Management Review, April 1970, pp. 21-26.
554. Mosak, J. L., "Interrelations of Production, Price, and Derived Demand," Journal of Political Economy, December 1938, pp. 761-87.
555. Mueller, D. C. and J. E. Tilton, "Research and Development Costs as a Barrier to Entry," Canadian Journal of Economics, November 1969.
556. Mueller, W. F., "Antitrust in a Planned Economy: An Anachronism or an Essential Complement?," Journal of Economics Inquiry, June 1975.
557. Mueller, Willard F., "The Capper-Volstead Exemption," Working Paper No. 27, NC-117, University of Wisconsin, 1979.

558. Mueller, W. F., The Celler - Kefauver Act: Sixteen Years of Enforcement, Staff Report, House Committee on Judiciary, Antitrust Subcommittee, 1978.
559. Mueller, W. F., "Empirical Measurement in Market Structure Research," Journal of Farm Economics, Vol. 43, No. 5, Dec. 1961, pp. 1369-1375.
560. Mueller, Willard F., "Firm Conglomeration as a Market Structure Variable," American Journal of Agricultural Economics, Vol. 51, No. 5, December 1979, pp. 1488-1494.
561. Mueller, W. F., "Industrial Concentration: An Important Inflationary Force," Mimeograph.
562. Mueller, W. F., The Need for Vigorous Antitrust Enforcement, WP-18, N.C. 117, University of Wisconsin, May 1978.
563. Mueller, Willard F., A Primer on Monopoly and Competition, Random House, New York, 1970.
564. Mueller, W. F., The Social Control of Economic Power, WP-11, NC 117, University of Wisconsin, 1977.
566. Mueller, W. F. and L. Garoian, Changes in the Market Structure of Grocery Retailing, Madison, University of Wisconsin Press, 1961.
567. Mueller, W. F. and Larry Hamm, "Trends in Market Concentration 1947-70," Review of Economics and Statistics, November 1974.
568. Mundlak, Y., "Long-run Coefficients and Distributed Lag Analysis: A Reformulation," Econometrica, April 1967, Vol. 35(2), pp. 278-293.
569. Mundlak, Yair, Long-Term Projections of Supply and Demand for Agricultural Products in Israel, Jerusalem, Central Press, May 1964.
570. Murphy, K. T., "A Note on the Measurement of Price Elasticity of Demand," American Journal of Agricultural Economics, 51(3): 691-92, August 1969.
571. Murphy, Vayden L., Jr., and William E. Hardy, Jr., Efficient Vehicle Routing: A Milk Distribution Example, Bulletin 511, Agricultural Experiment Station, Auburn University, February 1979.

572. Myers, Lester, Michael Phillips and Ray Goldberg, "Joint Ventures Between Agricultural Cooperatives and Agri-business Marketing Firms," Marketing Alternatives for Agriculture: Is There a Better Way?, Cornell University Leaflet No. 7-8, 1976.
573. Myers, Walter M., "Combining Statistical Techniques with Economic Theory for Commodity Forecasting," American Journal of Agricultural Economics, Vol. 54, No. 5, 1972, pp. 784-789.
574. Narver, John C. and Ronald Savitt, Conceptual Readings in the Marketing Economy, Holt, Rinehart and Winston, Inc., New York, 1971.
575. Narver, John C. and Ronald Savitt, The Marketing Economy: An Analytical Approach, Holt, Rinehart and Winston, Inc., New York, 1971.
576. National Advisory Commission on Food and Fiber, Food and Fiber for the Future, U.S. Government Printing Office, July 1967.
577. National Bureau of Economic Research, Business Concentration and Price Policy, Princeton University Press, 1955.
578. National Commission on Food Marketing, Food From Farmer to Consumer, Washington, D.C., Technical Study No. 7, June 1966.
579. National Commission on Food Marketing, Organization and Competition in Food Retailing, June 1966.
580. National Commission on Food Marketing, Organization and Competition in the Fruit and Vegetable Industry, Technical Study 4, Washington, D.C., June 1966.
581. National Commission on Food Marketing, Organization and Competition in the Livestock and Red Meat Industries, Technical Study 1, June 1960.
582. National Commission on Food Marketing, Special Studies in Food Marketing, Technical Study No. 10, Washington, D.C., June 1960.
583. National Commission on Food Marketing, The Structure of Food Marketing, Technical Study No. 8, 1966.
584. National Commission on Food Marketing, Studies of Organization and Competition in Grocery Manufacturing, Technical Study 6, Washington, D.C., June 1966.
585. Neale, A. D., The Antitrust Laws of the U.S.A., Cambridge University Press, 1974.
586. Needham, Douglas, Economic Analysis and Industrial Structure, Holt, Rinehart and Winston, Chicago, 1969.

587. Nelson, Paul E., Jr., "Altering Marketing Concepts to Modern Conditions," Journal of Farm Economics, December 1958.
588. Nelson, Paul E., Jr., "Selections from Task Force Paper Concerning Market Structure, Conduct and Performance Research."
589. Nelson, Paul E., Jr., and Larry Britt, "Diversification in Five Food Processing Industries and the Farm Machinery and Equipment Industry," Marketing and Transportation Situation, Economic Research Service, USDA, August 1973.
590. Nerlove, M., "Distributed Lags and Estimation of Long-Run Supply and Demand Elasticities: Theoretical Considerations," Journal of Farm Economics, 40(2):301-311, May 1958.
591. Nerlove, Marc and Frederick V. Waugh, "Advertising Without Supply Control: Some Implications of a Study of the Advertising of Oranges," Journal of Farm Economics, Vol. 43, No. 4, Part I, November 1961, pp. 813-837.
592. Newman, Joseph W., Motivation Research and Marketing Management, Harvard Business School, Division of Research, Boston, 1957.
593. Newman, P., The Theory of Exchange, Englewood Cliffs, Prentice-Hall, Inc., 1965.
594. Nicholls, William H., Imperfect Competition within Agricultural Industries, Iowa State College Press, Ames, 1949, pp. 358-363.
595. Nicholls, W. H., A Theoretical Analysis of Imperfect Competition with Special Application to the Agricultural Industries, Iowa State Press, 1941.
596. Nicholson, Paul A., "Federal Marketing Agreement Programs."
597. Nolte, G. M. and E. Fred Koller, Economic Analysis of Farm-to-Plant Milk Assembly, Station Bulletin 512, Agricultural Experiment Station, University of Minnesota, 1975.
598. Norris, Ruby (Turner), The Theory of Consumer's Demand, Yale University Press, New Haven, 1941.
599. North Central Public Policy Education Committee, Bargaining in Agriculture, Potentials and Pitfalls in Collective Action, Missouri Extension Division, NCREP 30, C911, June 1971.
600. North Central Regional Research Committee, Agricultural Organization in the Modern Industrial Economy, Columbus, Dept. of Agricultural Economics and Rural Sociology, Ohio State University, 1968.

601. O'Connor, C. W. and T. M. Hammonds, "Measurement of the Economic Efficiency of Central-Fabrication-versus Carcass-Meat-Handling Systems," American Journal of Agricultural Economics, Vol. 57, No. 4, 1975, pp. 665-675.
602. Office of Technical Assessment, U.S. Congress, Perspectives on Federal Retail Food Grading, Washington, D.C., June 1977.
603. Officer, Lawrence, "The Effect of Monopoly in Commodity Markets Upon the Foreign Exchange Market", Quarterly Journal of Economics, May 1966.
604. Olson, Mancur and David McFarland, "The Restoration of Pure Monopoly and the Concept of the Industry", Quarterly Journal of Economics, November 1962, pp. 613-631.
605. Oppen, M. V. and J. T. Scott, "A Spatial Equilibrium Model for Plant Location and Interregional Trade," American Journal of Agricultural Economics, August 1976, pp. 437-445.
606. O'Rourke, Desmond A., Interregional and Intertemporal Competition in the U.S. Fresh Apple Industry--Implications for Washington, Tech. Bul. 84, Washington State University, April 1976.
607. Paarlberg, Don, "Oligopoly Agriculture...A Gain or Loss?", mimeo.
608. Packard, Vance, The Hidden Persuaders, New York, D. McKay Co., 1957.
609. Packers and Stockyards Administration, U.S.D.A., "Regulations and Statements of General Policy issued under the Packers and Stockyards Act, June, 1974.
610. Padberg, D., Criteria Used by Government to Evaluate the Social Consequences of Advertising, A.E. Staff Paper No. 77-E-5, Department of Agricultural Economics, University of Illinois, May 1977.
611. Padberg, D. I., "Consumer Protection for a Modern Industrialized Food System," American Journal of Agricultural Economics, Vol. 52, No. 5, December 1970, pp. 821-827.
612. Padberg, D. I., "Efficiency and Welfare Considerations in Integrated Agriculture, Journal of Farm Economics, December 1966.
613. Padberg, D. I., "Emerging Effectiveness of Competition and the Need for Consumer Protection," American Journal of Agricultural Economics, May 1975.
614. Padberg, D. I., Is the American Supermarket Really Super?, Staff Paper No. 73-20, Department of Agricultural Economics, Cornell University, October 1973.

615. Padberg, D. I., Non-use Benefits of Mandatory Consumer Protection Program, Office of Technology and Assessment, Perspectives on Food Grade.
616. Papandrea, Andreas G. and John T. Wheeler, Competition and Its Regulation, Prentice-Hall, New York, 1954.
617. Paris, Quirino, An Appraisal of "Income" Elasticities for Total Food Consumption in Developing Countries, Paris, OECD Development Centre, 1970.
618. Parker, Russell, "Antitrust Issues in the Food Industry," University of Maryland.
619. Parker, R. C., The Status of Competition in the Food Manufacturing and Food Retailing Industries, WP-6, N.C. 117, University of Wisconsin, August 1976.
620. Parker, R. C. and John M. Connor, Estimates of Consumer Loss Due to Monopoly in the U.S. Food Manufacturing Industries, paper presented at the AAEA Annual Meeting, Blacksburg, Virginia, August 1978.
621. Parks, Richard W., "Systems of Demand Equations: An Empirical Comparison of Alternative Functional Forms," Econometrica, 37(4):629-650, October 1969.
622. Pasour, E. and J. Bullock, "Implications of Uncertainty for Measurement of Efficiency," American Journal of Agricultural Economics, May 1975, p. 335-339.
623. Pasour, E. C., Jr. and R. L. Gustafson, Intraseasonal Supply and Demand Functions for Apples, Res. Bul. 10, Agr. Exp. Sta., Michigan State University, 1966.
624. Paul, Allen B., "The Pricing of Binspace--A Contribution to the Theory of Storage," American Journal of Agricultural Economics, 52:1-12, February 1970.
625. Paul, Allen B., "Review of John Hicks, 'A Theory of Economic History'," Agricultural Economics Research, July 1970, pp. 83-84.
626. Paul, Allen B., "The Role of Competitive Market Institutions," Agricultural Economics Research, 26:41-48, April 1974.
627. Paul, Allen B., "Some Basic Problems of Research into Competition in Agricultural Markets," American Journal of Agricultural Economics, February 1979.
628. Pearce, I. F., "An Exact Method of Consumer Demand Analysis," Econometrica, 29(4):499-516, 1961.

629. Peck, Anne E., "Hedging and Income Stability: Concepts, Implications and an Example," American Journal of Agricultural Economics, Vol. 57, No. 3, August 1975, pp. 410-419.
630. Peck, Anne E. and Harry S. Baumes, Jr., Seasonal Price Behavior for Indiana Farm Commodities, Station Bulletin No. 90, Agricultural Experiment Station, Purdue University, July 1975.
631. Phillips, Charles F. and Delbert J. Duncan, Marketing Principles and Methods, 6th ed., Homewood, Ill., R. D. Irwin, 1948.
632. Phillips, M. J. and E. M. Babb, Effectiveness of a Cooperative Base Plan for Milk and Dairymen's Opinion of the Plan, Res. Bul. 898, Agr. Exp. Sta., Purdue University, March 1973.
633. Philips, L., Applied Consumption Analysis, New York, American Elsevier Publishing Co., 1974.
634. Polopolus, Leo, A Semi-Theoretical Framework for Determining the Feasibility of Establishing Processing Facilities in a Given Area, mimeograph.
635. Porter, Michael, "Interbrand Choice, Media Mix and Market Performance," American Economic Review, May 1976, pp. 398-406.
636. Posner, Richard, Antitrust Law: An Economic Perspective, University of Chicago Press, 1976.
637. Posner, Richard A., Economic Analysis of Law, Boston, Little, Brown and Company, 1977.
638. Prais, S. J. and H. S. Houthakker, The Analysis of Family Budgets, Monograph No. 4, Department of Applied Economics, University of Cambridge, 1955.
639. Preston, Lee, "Markups, Leaders and Discrimination in Retail Pricing," Journal of Farm Economics, May 1962, pp. 291-306.
640. Price, David W., "Discarding Low Quality Produce with an Elastic Demand," Journal of Farm Economics, 49:622-632, August 1967.
641. Primeaux, Walter J., "An Assessment of X-Efficiency Gained Through Competition," Review of Economics and Statistics, February 1977.
642. Pritchard, N. T., "A Framework for Analysis of Agricultural Marketing Systems in Developing Countries," Agricultural Economics Research, Vol. 21, No. 3, 1969.
643. Prochaska, Fred J. and R. A. Schrimper, "Opportunity Cost of Time and Other Socioeconomic Effects on Away-From-Home Food Consumption," American Journal of Agricultural Economics, November 1973.

644. Purcell, Wayne, Agricultural Marketing: Systems, Coordination, Cash and Futures Prices, Reston, 1979.
645. Purcell, W. D., "An Approach to Research on Vertical Coordination: Beef Systems in Oklahoma," American Journal of Agricultural Economics, Vol. 55, No. 1, February 1973, p. 65.
646. Rabotka, Frank, "A Theory of Cooperation," Journal of Farm Economics, Vol. 29, February 1947, pp. 94-114.
647. Raikes, R. and A. Heubrock, "Impacts of Market-Share Patterns on Marketing Firm Costs," American Journal of Agricultural Economics, 58:693-702, Nov. 1976.
648. Raikes, Ronald and William Vollink, "Measuring Impacts on Demand of Agricultural Commodity Promotion," Southern Journal of Agricultural Economics, December 1975, pp. 161-167.
649. Rapoport, A. and C. Orwant, "Experimental Games: A Review," Behavior Science, Vol. 7, No. 1, January 1962, pp. 1-37.
650. Raulerson, R. C. and M. R. Langham, "Evaluating Supply Control Policies for Frozen Concentrated Orange Juice with an Industrial Dynamics Model," American Journal of Agricultural Economics, May 1970, pp. 197-208.
651. Raune, James J. and Milton C. Hallberg, Spatial Equilibrium Analysis for Fluid and Manufacturing Milk, Bulletin 783, Agricultural Experiment Station, Pennsylvania State University, August 1972.
652. Raunikaar, Robert, ed., Food Demand and Consumption Behavior, University of Georgia, Athens, 1977.
653. Reed, Robert H., A Synthesis of Operations, Costs, and Returns and Sweet Corn and Green Pea Canning Plants in Wisconsin and Minnesota, Research Report #26, University of Wisconsin, August 1967.
654. Reinfeld, Nyles V. and William R. Vogel, Mathematical Programming, Englewood Cliffs, N.J., Prentice-Hall, 1958.
655. Rhodes, V. J., The Agricultural Marketing System, Grid Publishing, Inc., Columbus, 1978.
656. Rhodes, V. James, "Beef Grading and Imperfect Competition," Southern Journal of Agricultural Economics, December 1975, pp. 149-153.
657. Rhodes, V. J., "Role of Marketing and Procurement Systems in the Control of Agriculture," Southern Journal of Agricultural Economics, December 1973.

658. Rhodes, V. J., R. Hepp and J. Early, Who Will Market Your Beef?, D-1056, Agricultural Extension Service, Texas A&M University, March 1978.
659. Rhodes, V. J. and E. Kiehl, "On Consumer Grades of Food," Journal of Economics, Fall, 1956, pp. 45-61.
660. Richmond, S. R., Operations Research for Mangement Decisions, Ronald Press, 1968.
661. Riley, John B. and Leo V. Blakely, Equilibrium Impact of Alternative Pricing Policies and Structural Changes in the Fluid Milk Industry, 1972-1976, Research Report P-733, Agricultural Experiment Station, Oklahoma State University, May 1976.
662. Riley, J. B. and L. V. Blakley, "Impact of Alternative Class I Pricing Systems on Fluid Milk Prices," American Journal of Agricultural Economics, Vol. 57, No. 1, February 1975, pp. 67-73.
663. Robbins, Lionel, An Essay on The Nature and Significance of Economic Science, 2nd edition, London, Macmillan, 1935.
664. Roberts, Paul O. and Daniel T. Kresge, "Simulation of Transport Policy Alternatives for Colombia," American Economic Review, 48:341-359, 1968.
665. Robinson, Joan, The Economics of Imperfect Competition, MacMillan and Co., 1934.
666. Robinson, T. H. and E. M. Babb, Forecasts of U.S. Dairy Product Consumption, 1977-1981, Station Bulletin No. 186, Agricultural Experiment Station, Purdue University, March 1978.
667. Rockwell, G. R., Jr., Income and Household Size: Their Effects on Food Consumption, Marketing Research Report No. 340, U.S. Department of Agriculture, 1959.
668. Rogers, George B., "Pricing Systems and Agricultural Marketing Research," Agricultural Economic Research, Vol. 22, No. 1, January 1970, pp. 1-11.
669. Rogers, George B. and Leonard A. Voss, Pricing Systems for Eggs, MRR No. 850, Economic Research Service, USDA, May 1969.
670. Rojko, Anthony, et al., Alternative Futures for World Food in 1985, Vol 1 (and 2), Foreign Agricultural Economic Report No. 146 (149), Economic Research Service, USDA, April 1978 (May 1978).
671. Rothernberg, J. "Consumer Sovereignty," in International Encyclopedia of the Social Sciences III, David Sill, ed., Macmillan and Co., 1960.

672. Rothernberg, J., "Consumer Sovereignty Revisited and the Hospitality of Freedom of Choice," American Economic Review 52:2, May 1962.
673. Roy, Contract Farming and Economic Integration, 2nd edition, Interstate Printers and Publishing Co., 1972.
674. Roy, Sujit K., and Phillip N. Johnson, Econometric Models of Cash and Future Prices of Shell Eggs, Tech. Bulletin No. 1502, Economic Research Service, USDA, August 1974.
675. Ruane, James J. and Milton C. Hallberg, Spatial Equilibrium Analysis for Fluid and Manufactured Milk in the U.S. 1967, Bulletin 783, Agri. Exp. Sta., Pennsylvania State University, August 1972.
676. Samuelson, P. A., The Collected Scientific Papers of Paul Samuelson, Cambridge, M.I.T. Press, 1966, pp. 946-984.
677. Samuelson, P. A., "Spatial Price Equilibrium and Linear Programming," American Economic Review, 42(3): 283-303, June 1952.
678. Sanders, B. L. and L. B. Fletcher, Least-Cost Egg Marketing Organization under Alternative Production Patterns, N.C. Reg. Res. Pub. 171, October 1966.
679. Sasaki, Kozo and Yoshikiyo Salgusa, "Food Demand Matrix in an Approximate Linear Expenditure System," American Journal of Agricultural Economics, 56:263-270, May 1974.
680. Savas, E. S., "The Municipal Monopoly," Harpers, December 1971.
681. Saving, T. R., "Estimation of Optimum Size of Plant by the Survivor Technique," Quarterly Journal of Economics, November, 1961, pp. 569-607.
682. Scherer, F. M., "Firm Size, Market Structure, Opportunity and the Output of Patented Inventions," American Economic Review, December 1965, pp. 1097-1125.
683. Scherer, F. M., Industrial Market Structure and Economic Performance, 1970, Rand McNally.
684. Schermerhorn, R. W., "The Economic Feasibility of an Integrated Broiler Operation," American Journal of Agricultural Economics 51(5):1255-1258, December 1969.
685. Schermerhorn, R. W., Feasibility Analysis: A Must Before Firm Reorganization, AE 7106, Department of Agricultural Economics, Oklahoma State University, 1971.
686. Schermerhorn, R. W., The What, When, Where and How of Feasibility Studies, Oklahoma Agricultural Experiment Station Progress Report P665:48-59, July 1972.

687. Scherr, B. A. and E. M. Babb, "Pricing Public Goods: An Experiment with Two Proposed Pricing Systems," Public Choice, Vol. 23, Fall 1975, pp. 35-48.
688. Schlesinger, James, "Market Structure, Union Power and Inflation," Southern Economic Journal, January 1958, pp. 296-312.
689. Schmalensee, Richard, "Another Look at the Social Valuation of Input Price Changes," American Economic Review, 66(1):239-243, 1976.
690. Schmalensee, Richard, "Entry Deterrence in the RTE Cereal Industry," FTC WP961-77 (FTC Docket 8883), December 1977.
691. Schmidt, Stephen C., Multilateral Negotiations, The Tokyo Round, A.E. 4484, University of Illinois, September 1979.
692. Schmitz, Andrew and David Seckler, "Mechanized Agriculture and Social Welfare: The Case of the Tomato Harvester," American Journal of Agricultural Economics, Vol. 52, No. 4, November 1970, pp. 569-577.
693. Schneidau, R. E. and Ronald D. Knutson, "Price Discrimination in the Food Industry: A Competitive Stimulant or Tranquilizer?," American Journal of Agricultural Economics, December 1969, pp. 1143-48.
694. Schrader, Lee F., Henry E. Larzelere, George B. Rogers and Olan D. Forker, The Egg Subsector of U.S. Agriculture: A Review of Organization and Performance, Monograph No. 6, NC-117, University of Wisconsin, 1978.
695. Schruben, Leonard W., "Systems Approach to Marketing Efficiency Research," American Journal of Agricultural Economics, Vol. 50, No. 5, 1968, pp. 1454-1468.
696. Schruben, L. W. and R. E. Clifton, "The Lockset Method of Sequential Programming Applied to Routing Delivery and Pickup Trucks," American Journal of Agricultural Economics, Vol. 50, No. 4, November 1968, pp. 854-857.
697. Schuh, Edward, "The Exchange Rate and U.S. Agriculture," American Journal of Agricultural Economics, Vol. 56, No. 1, 1974.
698. Scitovsky, T., Welfare and Competition, Irwin, New York, 1951.
699. Seaver, Stanley K., "Feed Transportation: A Northeast Dilemma," Journal of the Northeastern Agricultural Economics Council, 1972, pp. 234-243.
700. Seligman, Ben B., Main Currents in Modern Economics, New York, Free Press of Glencoe, 1962.

701. Semleck, M., "Beef Carcass Evaluation," Fact Sheet #9100, Cornell Beef Production Reference Manual, Department of Animal Science, Cooperative Extension Service, Cornell University.
702. Shafer, Carl E., "The Effect of a Marketing Order on Winter Carrot Prices," Journal of Farm Economics, 50:879-887, November 1968.
703. Shafer, Carl E., "The Effect of a Marketing Order on Winter Carrot Prices: Reply," American Journal of Agricultural Economics, 50:933-934, November 1969.
704. Shaffer, James Duncan, "Advertising in Social Perspective," Journal of Farm Economics, Vol. 46, No. 2, May 1964, pp. 387-397.
705. Shaffer, James D., A Working Paper Concerning Publicly Supported Economic Research in Agricultural Marketing, Economic Research Service, USDA, March 1968.
706. Shaffer, James Duncan, "Changing Orientations of Marketing Research," Journal of Farm Economics, Vol. 50, No. 5, 1968, pp. 1437-1453.
707. Shaffer, James D., The Michigan Agricultural Marketing and Bargaining Act of 1972, Michigan Farm Economics No. 361, Department of Agricultural Economics, Michigan State University, February 1973.
708. Shaffer, James D., Observations on the Political Economics of Instituting Regulations, paper presented at an NC-117 Conference on Regulations, Washington, D.C., April 1979.
709. Shaffer, James D., "On Institutional Obsolescence and Innovation," American Journal of Agricultural Economics, Vol. 51, No. 2, May 1969, pp. 245-267.
710. Shaffer, J., "Some Conceptual Problems in Research on Market Regulations," Federal State and Local Laws and Regulations Affecting Marketing, Ag. Exp. Sta., North Dakota State University, 1965.
711. Shaffer, James D., Some Issues in Transportation Policy: Problems in Preference Articulation, a paper presented at the AAEA annual meeting at Pullman, Washington, 1979.
712. Shaffer, James and Randall Torgerson, "Exclusive Agency Bargaining," Marketing Alternatives for Agriculture: Is There A Better Way?, Cornell University Leaflet No. 7-6, 1976.
713. Sharples, J. A. and R. L. Walker, Reserve Stocks of Grain, Research Status Report, Economic Research Service, USDA, 1975.
714. Shepherd, William G., "The Elements of Market Structure," The Review of Economics and Statistics, Vol. 54, No. 1, Feb. 1972.

715. Shepherd, W. G., Market Power and Economic Welfare: An Introduction, New York, Random House, 1970.
716. Shepherd, Geoffrey S., Gene A. Futrell, and J. Robert Strain, Marketing Farm Products, sixth edition, Ames, Iowa, Iowa State University Press, 1976.
717. Shubik, Martin, "A Curmudgeon's Guide to Macroeconomics," Journal of Economic Literature, June 1970, pp. 405-434.
718. Shubik, Martin, "Oligopoly Theory, Communication and Information," American Economic Review, May, 1975.
719. Shubik, Martin, Strategy and Market Structure, New York, John Wiley and Sons, Inc., 1960.
720. Shumway, C. Richard, Gordon A. King, Harold O. Carter, and Gerald W. Dean, Regional Resource Use for Agricultural Production in California, 1961-65 and 1980, Giannini Foundation Research Monograph No. 25, September 1970.
721. Sichel, W., ed., Industrial Organization and Public Policy, Houghton-Mifflin, Boston, 1967.
722. Siegel, S. and L. E. Fouraker, Bargaining and Group Decision Making, New York, McGraw-Hill, 1960.
723. Simon, H. and C. Bonini, "The Size Distribution of Business Firms," American Economic Review, September 1958, p. 607.
724. Simon, Julian, "The Effect of the Competitive Structure Upon Expenditures for Advertising," Quarterly Journal of Economics, November 1967, pp. 610-637.
725. Singer, E. M., Antitrust Economics, Prentice Hall, 1968.
726. Smith, Blair and Joseph C. Purcell, "Quadratic Programming Solution of Competitive Equilibrium for U.S. Agriculture: Comment," American Journal of Agricultural Economics, 52(2): 481-82, May 1969.
727. Smith, W. W., Economic Coordination and Growth in Fruit and Vegetable Cooperatives, A.E. Research 78-2, Department of Agricultural Economics, Cornell University, January 1978.
728. Snodgrass, M. M. and C. E. French, Linear Programming Approach to the Study of Interregional Competition in Dairying, Research Bulletin 278, Agricultural Experiment Station, Purdue University, 1958.
729. Sorenson, V. L., ed., Agricultural Market Analysis, Development, Performance, Process, Bureau of Business and Economic Research, Michigan State University Press, 1964.

730. Sosnick, S., "Bidding Strategy at Ordinary Auctions," Journal of Farm Economics, February 1963, pp. 168-182.
731. Sosnick, Stephen, "A Critique of Concepts of Workable Competition," Quarterly Journal of Economics, Vol. 72, no. 2, August 1958.
732. Sosnick, S., "On the Distribution of Price Changes at a Bull Auction," Journal of Farm Economics, Vol 47, No. 5, December 1965, pp. 1306-1320.
733. Sosnick, S. H., "Orderly Marketing for California Avocados," Hilgardia, 33(14): 707-772, December 1962.
734. Sosnick, Stephen H., "Toward a Concrete Concept of Effective Competition," American Journal of Agricultural Economics, Vol. 50, No. 4, November 1968, pp. 827-851.
735. Southern Extension Marketing Committee, Selected Market Feasibility Studies, the Problems and Approaches, Publication No. 72-1, July 1972.
736. Southworth, H., "Historical Evolution of Important Marketing Problems," Journal of Farm Economics, 45:1243-55.
737. Spence, A. M., "The Economics of Internal Organization," The Bell Journal of Economics, Vol. 6, No. 1, 1975, pp. 163-172.
738. Southworth, H. M. and B. F. Johnson, eds., Agricultural Development and Economic Growth, Cornell University Press, 1973.
739. Spence, Michael, "Product Differentiation and Welfare," American Economics Review, May, 1976, pp. 407-414.
740. Stanton, B. F., "Perspectives on Farm Size," American Journal of Agricultural Economics, Vol. 60, No. 5, December 1978, pp. 727-737.
741. Stekler, H. O., "Forecasting with Econometric Models: An Evaluation," Econometrica, Vol. 36, No. 3-4, July-October 1968, pp. 437-463.
742. Stelzer, Selected Antitrust Cases.
743. Stifel, Lawrence D., "Imperfect Competition in a Vertical Market Network: The Case of Rubber in Thailand," American Journal of Agricultural Economics, 57 (1975):631-640.
744. Stigler, George J., "The Division of Labor is Limited by the Extent of the Market," Journal of Political Economy, June 1951.
745. Stigler, G. J., "The Economics of Information," Journal of Political Economy, No. 3, June 1961, pp. 213-225.

746. Stigler, George J., The Organization of Industry, Richard D. Irwin, Inc., 1969.
747. Stigler, G. J., "The Xistence of X-Efficiency," American Economic Review, Vol. 66, No. 1, March 1976, pp. 213-216.
748. Stigler, G. J., The Theory of Price, Third Ed., The McMillan Co., New York, 1966, pp. 93-106.
749. Stigler, G. J. and K. E. Boulding, AEA Readings in Price Theory, Richard D. Irwin, Inc., Chicago, 1952.
750. Still, Richard R. and Edward W. Cundiff, Essentials of Marketing, Englewood Cliffs, N.J., Prentice-Hall Inc., 1966.
751. Stollsteimer, J. F., "A Working Model for Plant Numbers and Location," Journal of Farm Economics, 45(3): 631-645, August 1963.
752. Stollsteimer, J., R. Bressler, and J. Boles, "Cost Functions from Cross-Section Data--Fact or Fantasy," Agricultural Economics Research, Vol. 13, No. 3, July 1961, pp. 78-88.
753. Stone, Richard, Mathematical Models of the Economy and Other Essays, London, Chapman and Hall, 1970.
754. Strotz, R. H., "The Empirical Implications of a Utility Tree," Econometrica 25(2): 269-280, 1957.
755. Strotz, R. H., "The Utility Tree -- A Correction and Further Appraisal," Econometrica 27(3): 482-488, 1959.
756. Subotnik, Abraham, "Short and Long Run Elasticities in Consumer Demand Theory," American Journal of Agricultural Economics, 56:553-555, August 1974.
757. Subotnik, Abraham and James P. Houck, "Welfare Implications of Stabilizing Consumption and Production," American Journal of Agricultural Economics, Vol. 58, No. 1, 1976, pp. 13-20.
758. Takayama, Akira, International Trade: An Approach to the Theory, New York, Holt, Rinehart, Winston, Inc., 1972, pp. 7-31.
759. Takayama, T. and G. G. Judge, Spatial and Temporal Price and Allocation Models, Amsterdam, North Holland Publishing Company, 1971.
760. Takayama, T. and G. G. Judge, eds., Studies in Economic Planning of Space and Time, Amsterdam, North Holland Publishing Company, 1973.
761. Taylor, C. R., et al., Two National Spatial Equilibrium Models of Crop Production, AERR 14.7, Department of Agricultural Economics, University of Illinois, February 1977.

762. Taylor, Henry C. and Ann Dewees Taylor, The Story of Agricultural Economics in the U.S., 1840-1932, Ames, Iowa State College Press, 1952.
763. Taylor, J. C., T. E. Bartlett, and C. E. French, Effect of Volume of Cost of Ice Cream Manufacturing, Research Bulletin 79, Agr. Exp. Sta., Purdue University, May 1964.
764. Telser, Lester G. "Future Trading and the Storage of Cotton and Wheat," Journal of Political Economy, June, 1958, pp. 233-255.
765. Theil, Henri, Economics and Information Theory, New York, American Elsevier Publishing Co., 1967.
766. Theil, Henri, Theory and Measurement of Consumer Demand, New York, American Elsevier Publishing Co., Vol. I, 1975, Vol. II, 1976.
767. Thibaut, J. W. and H. H. Kelley, The Social Psychology of Groups, New York, John Wiley and Sons, Inc., 1959.
768. Thompson, Stanley and Doyle Eiler, "Determinants of Milk Advertising Effectiveness," American Journal of Agricultural Economics, May 1977, pp. 330-335.
769. Thompson, Stanley, Robert Tishbein, and Clyde Vollmers, Estimated Quantities of Grain Requiring Commercial Transportation Services to 1985, 1990 and 2000 in Michigan, by Counties. Research Report 375, Agricultural Experiment Station, Michigan State University, 1979.
770. Thompson, W. W., Jr., Operations Research Techniques, Columbus, Ohio, Charles E. Merrill Books, Inc., 1967.
771. Thor, Eric, "Industrialization in Agriculture," Proceedings National Agricultural Marketing Conference, Denver, Colorado, April 27-29, 1971.
772. Timmer, C. P., "On Measuring Technical Efficiency," Food Research Institute Studies, Vol. 9, No. 2, 1970.
773. Toft, H. I., P. A. Cassidy, and W. O. McCarthy, "Sensitivity Testing and the Plant Location Problems," American Journal of Agricultural Economics, 52(3): 403-410, August 1970.
774. Tomek, William G., Empirical Analyses of the Demand for Food: A Review, Staff Paper No. 77-8, Department of Agricultural Economics, Cornell University, April 1977.
775. Tomek, William G. and Roger W. Gray, "Temporal Relationships Among Prices on Commodity Futures Markets: Their Allocative and Stabilizing Roles," American Journal of Agricultural Economics, Vol. 52, No. 3, August 1970, pp. 372-380.

776. Tomek, W. G. and K. L. Robinson, Agricultural Product Prices, Ithaca, Cornell University Press, 1972.
777. Trammel, T. E. and A. D. Seale, Jr., "Reactive Programming of Supply and Demand Relations--Applications to Fresh Vegetables," Journal of Farm Economics, 41(5): 1012-1022, December 1959.
778. Trelogan, Harry C. and Kenneth Ogren, "What is the Marketing Margin for Agricultural Products, A Rejoinder," Journal of Marketing, April 1956, pp. 403-406.
779. Trelogan, Harry C. and Norman Townshend - Zellner, "On Benefits of Agricultural Marketing Research," Journal of Farm Economics, February 1965, pp. 36-50.
780. Trifon, Rafael, "Guides for Speculation about the Vertical Integration of Agriculture with Allied Industries," Journal of Farm Economics, November 1959, pp. 734-46.
781. Triffin, R., Monopolistic Competition and General Equilibrium Theory, Cambridge, Harvard University Press, 1940.
782. Tucker, W. T., "Future Directions in Marketing Theory," Journal of Marketing, 38:2, April 1974, pp. 30-35.
783. Tung, T. H., L. Reu and R. H. Millar, A Location Programming Model of the Colorado Dairy Industry, Tech. Bul. 99, Agr. Exp. Sta., Colorado State University, May 1968.
784. Turnovsky, Stephen J., "Price Expectations and the Welfare Gains from Price Stabilization," American Journal of Agricultural Economics, 56: 706-716, November 1974.
785. U. S. Department of Agriculture, Farm Exports--Our Nation Depends on Them, May 1976.
786. U.S. Department of Agriculture, Farm-Retail Price Spreads for Red Meat, report of a special task force to Earl L. Butz, Secretary of Agriculture, August 1974.
787. U.S. Department of Agriculture, Report of the Secretary's Meat Pricing Task Force, June 15, 1979.
788. Vajda, S., Readings in Linear Programming, New York, John Wiley and Sons, Inc., 1958.
789. Venkataramanan, L. S., The Theory of Futures Trading, Asia Publishing House, New York, 1965.
790. Vernon, John, Market Structure and Industrial Performance, Allyn and Bacon, Boston, Mass., 1972.

791. Virginia Division of Industrial Development, Virginia Department of Agriculture and Commerce, and the Virginia Polytechnic Institute and State University Extension Service, The Feasibility of Cattle Finishing and Cattle Slaughtering Facilities in Virginia, July 1972.
792. Vollink, William and Ronald Raikes, "An Analysis of Delivery Period Basis Determination for Live Cattle," Southern Journal of Agricultural Economics, Vol. 9, No. 1, July 1977, pp. 178-184.
793. Von Oppen, Matthias and John Scott, "A Spatial Equilibrium Model for Plant Location and Interregional Trade," American Journal of Agricultural Economics, August 1976, pp. 437-445.
794. Waldorf, William H., "The Demand for and Supply of Food Marketing Services," Journal of Farm Economics, Vol. 48, No. 1, February 1966, pp. 42-60.
795. Wallace, T. D., "Measures of Social Costs of Agricultural Programs," Journal of Farm Economics, Vol. 44, No. 1, 1962, pp. 580-594.
796. Walsh, Richard, Bert Evans, and Eleanor Birch, "Some Consequences of Bilateral Oligopoly and Vertical Integration in Bread Markets," Journal of Farm Economics, February 1964, pp. 161-172.
797. Walters, F., "Impact of Changing Structure of the Food Industries on Food Supply and Price," American Journal of Agricultural Economics, May 1975, pp. 188-195.
798. Ward, C. E., D. R. Henderson and M. L. Hayenga, Vertical Organization and Coordination in the Cattle-Beef Subsector, paper presented at the AAEA Annual Meetings, Blacksburg, Va., August 1978.
799. Ward, Ronald W. and Frank A. Dasse, "Empirical Contributions to Basis Theory: The Case of Citrus Futures," American Journal of Agricultural Economics, February 1977, pp. 71-80.
800. Waterman, B. C. and E. M. Babb, Allocation of Ice Cream Distribution Costs, EC-315, Cooperative Extension Service, Purdue University, October, 1967.
801. Waterman, B. C. and E. M. Babb, Analysis of Time Requirements for Distributing Ice Cream, Research Progress Report 322, Agricultural Experiment Station, Purdue University, October 1967.
802. Waugh, Frederick V., Demand and Price Analysis: Some Examples from Agriculture, Technical Bulletin No. 1316, Economic Research Service, USDA, 1964.
803. Waugh, F. V., "Market Prorates and Social Welfare," Journal of Farm Economics, May 1938, pp. 403-416.

804. Waugh, F. V., ed., Readings on Agricultural Marketing, Ames, Iowa State University Press, 1954.
805. Waugh, Frederick V., "Withholding by Grade," American Journal of Agricultural Economics, 53:500-501, August 1971.
806. Weinschenck, G. W., Henrichemeyer, and F. Aldinger, "The Theory of Spatial Equilibrium and Optimal Location in Agriculture: A Survey," Review of Marketing and Agricultural Economics 37: 3-69, March 1969.
807. Weisenborn, D. E., L. Polopolus and W. W. McPherson, Market Allocation of Florida Orange Production for Maximum Net Returns, Bul. 736, Agr. Exp. Sta., University of Florida, March 1970.
808. Weiss, L. W., "Advertising, Profits and Corporate Taxes," Review of Economics and Statistics, November 1969.
809. Weiss, L. W., "Survival Techniques and the Extent of Suboptimal Capacity," Journal Political Economy, June 1964.
810. Wenningren, E. Boyd and Morris D. Whitaker, "Investment in Access Roads and Spontaneous Colonization: Additional Evidence from Bolivia," Land Economics, Vol. 52, No. 1, February 1976, pp. 88-95.
811. Western Extension Marketing Committee, Economic Considerations in Determining Marketing Facility Feasibility, Publication Number 2, April 1964.
812. Westfield, F. M., "Regulation and Conspiracy," American Economic Review, June 1965.
813. Weymer, F. Helmut, "The Supply of Storage Revisited," American Economic Review, December 1966, pp. 1226-1234.
814. Wharton, C. R., Jr., "Marketing, Merchandising and Moneylending: A Note on Middlemen Monoposony in Malays," Agricultural Development Council Reprint, 1962.
815. Wiles, P. J. D., Price, Cost and Output, Basil Blackwell, Oxford, 1961.
816. Williams, Willard F., "Toward Improved Performance in Agricultural Marketing Research," Journal of Farm Economics, (Part II), August 1966.
817. Williams, Willard F. and Thomas Stout, Economics of the Livestock Meat Industry, Macmillan, 1964.

819. Williamson, J. C. Jr., "The Equilibrium Size of Marketing Plants in a Spatial Market," Journal of Farm Economics, 44(4): 953-967, November 1962.
820. Williamson, O. E., "Economics as an Antitrust Defense," American Economic Review, March 1968.
821. Williamson, Oliver E., Markets and Hierarchies: Analysis and Anti-Trust Implications, The Free Press, 1975.
822. Williamson, Oliver E., "Markets and Hierarchies: Some Elementary Considerations," American Economic Review, Vol. 62, No.2, May 1973, pp. 316-325.
823. Williamson, Oliver E., "The Vertical Integration of Production: Market Failure Considerations," American Economic Review, Vol. 51, No. 2, May 1971, pp. 112-127.
824. Willig, Robert, Consumers' Surplus: A Rigorous Cookbook, Institute for Mathematical Studies in Social Sciences, Stanford, Stanford University, 1973.
825. Willig, Robert, "Consumer Surplus Without Apology," American Economic Review, 66(4): 589-597, 1976.
826. Wood, Arthur W., "The Marketing Board Approach to Collective Bargaining," Journal of Farm Economics, 49:1367-1375, 1384-1394, December 1967, with discussions by James W. Gruebele, Peter Helmberger, and Lorne W. J. Hurd.
827. Working, E. J., "What Do Statistical 'Demand Curves' Show?," Quarterly Journal of Economics, 1927.
828. Working, Holbrook, "A Theory of Anticipatory Prices," American Economic Review, Vol. 48, May 1958, pp. 188-199.
829. Working, Holbrook, "The Theory of Price of Storage," American Economic Review, December 1949, pp. 1254-1262.
830. Yoshihara, Kunio, "Demand Functions: An Application to the Japanese Expenditure Pattern," Econometrica, 37: 157-274, April 1969.
831. Yotopoulos, P. A., and L. J. Lau, "A Test for Relative Economic Efficiency: Some Further Results," American Economic Review, Vol. 63, No. 1, March 1973, pp. 214-223.
832. Youde, James G. and Peter G. Helmberger, "Marketing Cooperatives in the U.S.: Membership Policies, Market Power, and Antitrust Policy," Journal of Farm Economics, Vol. 48, No. 3, Part II, August 1966, pp. 23-36.
833. Zajac, E., "A Geometric Treatment of Averch - Johnson's Behavior of the Firm Model", American Economic Review, March 1970.

834. Zusman, P., California Growth and Trade, 1954-1963: An Inter-Industry Analysis Emphasizing Agriculture and Water Resource Development, Giannini Foundation Monograph No. 27, September 1971.
835. Zusman, Pinhas, "Econometric Analysis of the Market for California Early Potatoes," Hilgardia, 33(11), December 1962.
836. Zusman, Pinhas, "A Theoretical Basis for Determination of Grading and Sorting Schemes," Journal of Farm Economics, 49:89-106, February 1967.
837. Zusman, Pinhas, A. Melamed, and I. Katzir, Possible Trade and Welfare Effects of EEC Tariff and "Reference Price" Policy on the European-Mediterranean Market for Winter Oranges, Berkeley, Giannini Foundation Monograph No. 24, September 1969.
838. Zwick, Charles, "Demographic Variation: Its Impact on Consumer Behavior," The Review of Economics and Statistics, November 1957.

APPENDIX

Comprehensive List of Participating Universities

-
- Auburn University, Department of Agricultural Economics & Rural Sociology¹
 University of Arizona, Tucson, Department of Agricultural Economics^{1,3}
 University of Arkansas, Department of Agricultural Economics & Rural Sociology¹
 University of California, Davis, Department of Agricultural Economics^{1,3}
 Stanford University, Food Research Institute²
 California State University, Fresno, Department of Agricultural Economics¹
 California State Polytechnic University, Pomona, Department of Agricultural
 Business Management/International Agriculture¹
 Colorado State University, Ft. Collins, Department of Economics¹
 University of Connecticut, Storrs, Department of Agricultural Economics &
 Rural Sociology¹
 University of Delaware, Newark, Department of Agricultural & Food Economics¹
 University of Florida, Gainesville, Department of Agricultural Economics^{1,3}
 University of Georgia, Experiment, Department of Agricultural Economics¹
 University of Hawaii, Manoa, Department of Agricultural & Resource Economics
 University of Idaho, Moscow, Department of Agricultural Economics^{1,2,3}
 University of Illinois, Urbana, Department of Agricultural Economics^{1,3}
 Southern Illinois University, Carbondale, Department of Agribusiness Economics
 Purdue University, West Lafayette, Department of Agricultural Economics^{1,2,3}
 Iowa State University, Ames, Department of Agricultural Economics^{1,2}
 Kansas State University, Manhattan, Department of Agricultural Economics^{1,2}
 University of Kentucky, Lexington, Department of Agricultural Economics^{1,2,3}
 Murray State University, Murray, Kentucky, Department of Economics¹
 Louisiana State University, Baton Rouge, Department of Agricultural Economics
 & Agribusiness^{1,3}
 University of Maine, Orono, Department of Agricultural & Resource Economics¹
 University of Maryland, College Park, Department of Agricultural & Resource
 Economics¹
 University of Massachusetts, Amherst, Department of Food & Resource Economics¹
 Michigan State University, East Lansing, Department of Agricultural Economics³
 University of Minnesota, St. Paul, Department of Agricultural & Applied
 Economics^{1,2,3}
 Mississippi State University, Department of Agricultural Economics^{1,3}
 University of Missouri, Columbia, Department of Agricultural Economics¹
 University of Nebraska, Lincoln, Department of Agricultural Economics¹
 University of New Hampshire, Department of Agricultural Economics¹

Cornell University, Department of Agricultural Economics^{1,3}
 North Carolina State University, Raleigh, Department of Economics & Business²
 North Dakota State University, Fargo, Department of Agricultural Economics¹
 Ohio State University, Columbus, Department of Agricultural Economics &
 Rural Sociology^{1,2,3}
 Oklahoma State University, Stillwater, Department of Agricultural Economics^{1,2,3}
 Oregon State University, Portland, Department of Agriculture & Resource
 Economics^{1,3}
 Pennsylvania State University, University Park, Department of Agricultural
 Economics & Rural Sociology¹
 University of Rhode Island, Kingston, Department of Resource Economics
 Clemson University, Department of Agricultural Economics & Rural Sociology¹
 South Dakota State University, Brookings, Department of Economics^{1,3}
 University of Tennessee, Knoxville, Department of Agricultural Economics³
 University of Tennessee, Martin, Department of Economics²
 Middle Tennessee State University, Murfreesboro, Department of Agriculture
 Texas A&M University, Department of Agricultural Economics
 Washington State University, Pullman, Department of Agricultural Economics^{1,3}
 West Virginia University, Morgantown, Division of Resource Management^{1,3}
 University of Wisconsin, Platteville, Department of Agricultural Industries¹
 University of Wisconsin, Madison, Department of Agricultural Economics^{1,2,3}
 University of Wisconsin, River Falls, Department of Agricultural Economics^{1,3}
 University of Wyoming, Laramie, Division of Agricultural Economics^{1,3}

¹ Universities contributing undergraduate level outlines.

² Universities contributing Dual level course outlines.

³ Universities contributing Graduate level course outlines.