



The Future of Food Business : The Facts, The Impacts and The Acts, 2nd Edition

Marcos Fava Neves

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The Second Edition of *The Future of Food Business: The Facts, The Impacts and The Acts* is an updated collection of thoughtful articles previously published in leading newspapers around the world based on the author's practical life as international project leader, consultant, businessman, academic professor and world traveller.

These articles focus on global food and agribusiness environment, food production trends, the structure of food chains as well as new concepts and ideas on how to increase competitiveness of food companies to create, capture and share value within the global food and agricultural sectors.

This book also includes practical methods and smart tools that can be used by companies to facilitate their strategic planning and thinking processes, demand-driven orientation, supply chain organization, marketing channels re-structure and mostly, how to create, capture and share value in innovative market strategies.

It is designed to be an easy-to-read business book with short chapters, discussion questions and group exercises. Receiving more than 20 positive endorsements from CEOs, the book is a must-read for entrepreneurs, researchers, executives and students who are active in the world's food business.

Readership: Students and researchers of agribusiness and marketing courses; business professionals; environmentalists; and general public interested in food chain.

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