



E' Issues in Agribusiness: The What, Why and How

K P Bryceson

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This book looks into the "what" is electronically-enabled agribusiness? "Why" would an agribusiness want to embrace it? And "how" does one go about doing it? The book pulls together a number of major issues facing people moving into the electronically enabled agribusiness environment.

This book is both an introduction to electronic business issues and a comprehensive guide to more detailed business processes and strategic planning matters associated with the technologies involved. In particular the following key areas are addressed, concepts, technology in business, e-enabled business models and e-strategies, management concepts and innovative education.

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