



Economics of Farm Management in a Global Setting

By Kent Olson

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Farm managers will appreciate this book as they learn the principles of farm management; from the basics of management and economics; to the details of strategy and operations. It presents economic concepts, such as the discussion of markets, competitive forces, and macroeconomics, which is new to farm management texts. Material is included on strategy, marketing, budgeting, production and operations, quality, finance, investment, risk, contracts, staffing, business organisation, farm succession, and the future. Strategic management and quality management as well as new techniques and tools in production and operations management are also examined. This approach will help farm managers improve the efficiency, effectiveness, objectivity, and, ultimately, success of their decisions.

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