



Sustainable Development of Agricultural Marketing

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Deadline for manuscript
submissions:

closed (31 March 2024)

Message from the Guest Editor

Dear Colleagues,

Marketing is an important factor that can affect the sustainable practices of agriculture. With regards to the production of agricultural products, falling prices, market saturation, and global competition for the agricultural products are crucial problems and have drawn considerable attention and become a global point of interest. Sustainable marketing refers to the concept of marketing that will serve the purpose of benefiting from scarce resources by harmonizing traditional marketing mix components with the environment, providing a healthy and prosperous lifestyle for humanity today. In addition to giving importance to social and environmental issues, adopting a sustainable marketing approach that aims to make profits for agricultural producers and meet the quality and safe food demand of the world and its own society is vital. Therefore, in this book, the development process of sustainable marketing has been explained and the relationship between marketing and sustainable agriculture has been revealed. Moreover, it is mainly intended to examine and discuss the initiatives implemented in the field of sustainable agricultural marketing in the world.





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