



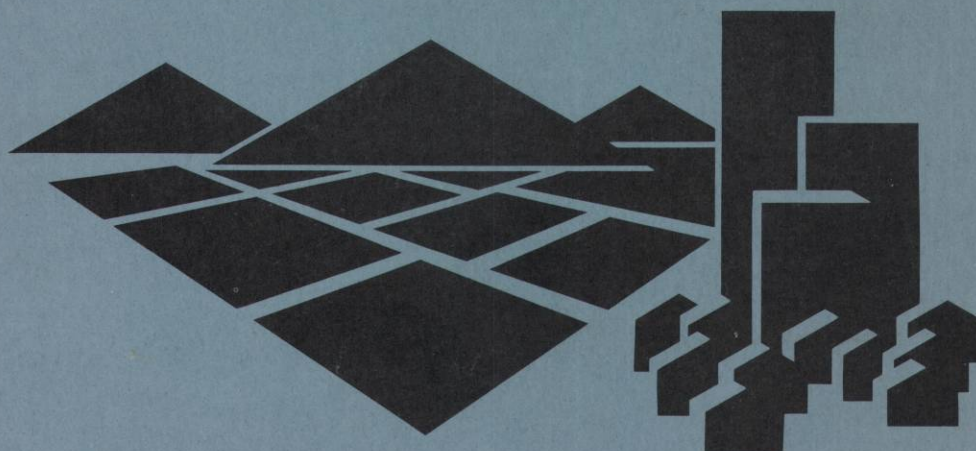
RESEARCH REPORT NO. 9

LATIN AMERICAN STUDIES CENTER Michigan State University

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# **AGRICULTURAL MARKETING IN ECONOMIC DEVELOPMENT, AN ANNOTATED BIBLIOGRAPHY**

Pablo Torrealba



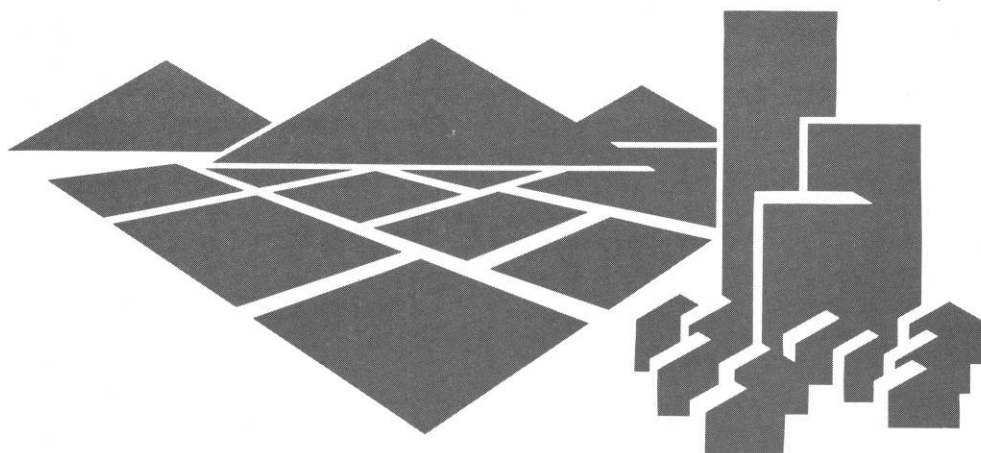


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## PREFACE

The main purpose of this bibliography is to aid the work of researchers, students and public agencies by providing a list of annotated references on agricultural marketing in economic development.

This work has drawn upon a published bibliography prepared in FAO, Bibliography of Food and Agricultural Marketing, 1965 (see Reference No. 1.23); also a work by John Wish, Economic Development in Latin America, An Annotated Bibliography, 1966 (see reference No. 2.33); and an unpublished work by Howard Bodenhamer in the Department of Agricultural Economics at Michigan State University. The bibliography is based upon a careful review of the materials (in English) available in the Michigan State University libraries, including journals, books, theses and publications of national and international agencies.

The selection of publications to be included in the bibliography was based upon the following guidelines:

- (1) A major emphasis was given to studies which approach the problems of agricultural marketing in a comprehensive way, analyzing the marketing activities as a whole system for a product or region.
- (2) Major geographic emphasis was directed toward Latin America, where the Latin American Market Planning Center (LAMP) of Michigan State University has focused its efforts. Nevertheless, some studies concerning other developing regions of

the world have also been included for the sake of providing a more complete list to potential users interested in comparative analysis or with a broader scope of research purposes.

- (3) Emphasis was also given to recent publications (i.e., since 1960,) although some older publications have also been included.
- (4) Some publications in the area of export marketing have been included because of the increasing concern over the development of export markets, and the relative scarcity of studies in this area.

The selected references have been classified into two major categories:

1. General references
2. References to specific developing regions of the world.

An index of authors and of subject have been included to facilitate the orientation of the reader with more specific interests.

Finally I wish to express my gratitude to Dr. Harold Riley, Professor of the Department of Agricultural Economics at Michigan State University for the encouragement he gave me to undertake this work and for the helpful suggestions he has made. I also wish to acknowledge the valuable help I have received from Dr. Kelly Harrison, Assistant Professor of the Department of Agricultural Economics, and co-director of the LAMP Center.

Pablo Torrealba

East Lansing, February 1971

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## I. GENERAL REFERENCES

- 1.1 ABBOTT, J. C. "Case Studies of Advances in Marketing in Tropical Countries", Monthly Bulletin of Agricultural Economics and Statistics, Vol. 19, Nos. 7/8, July-August, 1970.

The article states there are a vast number of recent advances in marketing in the tropical countries, but much more analysis and appraisal of the factors behind success is needed. Such studies would provide valuable guidance on planning and policy making for private and public agencies. Abbott describes achievements in the areas of export marketing, marketing of food grains, cooperative marketing, expansion of specialized marketing channels and government marketing services. This paper was also presented at the XIV International Conference of Agricultural Economists in Moscow, August, 1970.

- 1.2 ABBOTT, J. C. "Marketing Issues in Development Planning" in Markets and Marketing in Developing Economies, eds. Moyer and Hollander, Irwin, 1968, pp. 87-116

Abbott reports that marketing is largely ignored in the national development plans in developing countries, seemingly reflecting a laissez faire attitude; but he argues that this is a mistake since these market economies often need government regulation or stimulation. He discusses the critical

areas where marketing should be considered if development plans are to be successful, and shows a number of cases of failures from practical experience.

- 1.3 ABBOTT, JOHN C. "Agricultural Marketing Boards in Developing Countries". American Journal of Agricultural Economics, Vol. 49, No. 3, August, 1967, pp. 705-722.

This article describes the different functions of marketing boards and the various existing types. It discusses and illustrates the shortcomings and potentials of this kind of organization for several market intervention objectives, stating the need to find analytical tools to appraise their efficiency.

- 1.4 ABBOTT, J. C. "The Development of Marketing Institutions" in Agricultural Development and Economic Growth, Southworth and Johnston, Cornell University Press, 1967, pp. 364-393.

The role of marketing in economic development is analyzed and some of its most important elements are discussed: market structure, pricing efficiency, investment in facilities and necessary public functions in regulating and stimulating marketing efficiency.

- 1.5 ABBOTT, J. C., "Marketing and Area Development Studies", Toward Scientific Marketing, ed. by Stephen A. Greyser. Chicago, American Marketing Association, 1964.

(Proceedings of the Winter Conference of the American Marketing Association, Dec., 27-28, 1963, Boston.) pp. 424-442.

This paper elaborates on the role of marketing in development or settlement areas in developing countries. The author illustrates, through several case studies, that marketing has not been properly considered in preparing plans for these development areas, undermining their chances of success. The marketing elements that should be considered in such plans are also discussed.

- 1.6 ABBOTT, J. C. "The Role of Marketing in the Development of Backward Agricultural Economies", Journal of Farm Economics, Vol. 44, May 1962. pp. 349-362.

Abbott discusses the problem of providing the economic incentives and marketing conditions necessary to attract greater output from small farms. Three basic conditions are essential for agricultural development. (1) adequate prices for products, (2) adequate marketing facilities and (3) a satisfactory land tenure system. The discussion extends to marketing problems faced in most developing countries. Success in improving marketing systems generally depends on the performance at all levels--production, assembly, processing and distribution--given the close inter-relationships among all these functions. Therefore, marketing improvement programs must coordinate all the activities if any of them are to result in an economic return. The training of marketing

personnel is also a crucial part of these programs.

- 1.7 ABBOTT, J. C., Marketing Fruit and Vegetables,  
FAO Marketing Guide No. 2, (revised edition) Rome  
1970, p. 181

This book is a revised edition of an earlier FAO work (see reference No. 1.25). It covers important marketing considerations regarding the farm producer; packing, storage and transport; processing; standardization; marketing channels; sales and pricing policies, and government marketing services. This work represents a practical treatment of these topics and is intended to be of use as an advisory text in problems of marketing for domestic and international markets. In this revised edition, added emphasis has been given to marketing fruit and vegetables in tropical countries and to the treatment of packing stations and processing plants.

- 1.8 ABBOTT, J. C., "The role of Marketing in the Development of Agricultural Production and Trade in Less Developed Countries". Monthly Bulletin of Agricultural Economics and Statistics, Vol. IX, No. 9, Sept. 1960.

A similar discussion to a previous reference (1.6)

- 1.9 ABBOTT, J. C. Marketing Guide No. 1: Marketing Problems and Improvement Programs, FAO, Rome, 1958.

A basic book that deals with most aspects of agricultural marketing in developing nations. Abbott

discusses the importance and increasing role of marketing in the economic development process. Different market structures are analyzed, their problems are discussed, and the market equilibrium concept and price fixing issues are examined.

A vast section of this book is dedicated to a description of the typical problems encountered at all levels of the agricultural marketing process, including: production, transport and means of communication, storage, handling and processing, the scale of operation of marketing firms, systems of weights and measures and grades and standards, market information and credit conditions for farmers. Another section devotes attention to the implementation of improvement programs, considering the actual and potential role of government, private enterprise, cooperatives and other kinds of institutions in these marketing systems.

The book cites examples of actual cases of developing countries to illustrate the ideas and guidelines described.

- 1.10 ABBOTT, J. C. and BURDETTE, R. F. Marketing Livestock and Meat, Marketing Guide No. 3, FAO, Rome, 1960.

This book refers to the problems encountered in marketing livestock and meat; it is especially oriented to developing nations. It covers important aspects such as transportation, handling, processing location and different kinds of distribution channels.

- 1.11 ABBOTT, J. C. and CREUPELANDT, H. F. Agricultural Marketing Boards: Their Establishment and Operation, Marketing Guide No. 5, FAO, Rome, 1966.

In this book Abbott and Creupelandt describe the different kinds of marketing boards, analyze their operating procedures and the conditions under which these have been successful, and discuss the main difficulties encountered in attaining some objectives. The study is intended to provide guidance in less developed countries and is built upon past experiences of these nations.

- 1.12 AINES, RONALD O. "Economic Development Through Agribusiness Consortia", American Journal of Agricultural Economics, Vol. 50, No. 5, December 1968, pp. 1345-1350.

This article documents an international consortium arrangement to promote development of large agricultural areas through direct management of procurement, production and marketing. This new arrangement is being applied in the Dominican Republic.

- 1.13 ANSCHEL, KURT R., BRANNON, RUSSELL H., AND SMITH, ELDON D., Agricultural Cooperatives and Markets in Developing Countries, Praeger, New York, 1969, p. 373.

This book comprises several papers prepared for a special seminar on the subject. The major sections of the book include: (1) a conceptual framework for cooperatives, its principles, functions and benefits of cooperation; (2) agricultural marketing in a regional and country problem setting, this includes product and input marketing; (3) cooperatives as instruments of rural development, its potentials

and problems, this section has articles documenting the performance of cooperatives in many developing countries; (4) a final part discusses the adaptation of cooperatives and quasi cooperatives to market structures and conditions of less developed areas.

- 1.14 BARTELS, ROBERT, Comparative Marketing: Wholesaling in Fifteen Countries, Richard D. Irwin, Homewood, Illinois, 1963, p. 317.

A collection of papers describing the structure and operation of the wholesaling sector in different countries representing all the major regions of the world. Although the book is mainly directed to consumer goods in general, most of the articles include a discussion of wholesaling food and agricultural products.

- 1.15 BAUER, P. T. and YAMEY, B. S., "The Economics of Marketing Reform", Journal of Political Economy, Vol. 62, June 1954, pp. 210-225.

This article questions the validity of marketing reforms in promoting economic growth. The authors argue that a farmers' responsiveness and price knowledge has been underestimated, and the dangers of local buying monopolies has been exaggerated. Market reforms tending to eliminate "unnecessary" middlemen are not adequate since the service of an intermediary will be used only if he asks a price less than the value his customers set on the service he performs for them. Otherwise he will be eliminated without the need for official intervention. The

authors offer some "explanations" for the widespread support marketing reforms have received , despite their shortcomings.

- 1.16 BONNEN, JAMES T., EICHER, CARL K. and SCHMID, A.  
 "Marketing in Economic Development" in Agricultural Market Analysis, V. Sorenson, ed. Michigan State University, East Lansing, Michigan 1964, pp. 35-65.

This article describes the structural changes that characterize the process of economic development. It discusses different approaches to the study of marketing in developing economies: (1) static costs and efficiency analyses; (2) distribution, production and consumption interrelationships; and (3) market structures and their shortcomings. The authors propose the incorporation of social relationship variables as a means of improving these approaches. They put forth a conceptualization of the linkages between physical and social systems, which would be useful in identifying the appropriate leverage points at which to enter the development process in devising a marketing strategy for any concrete situation.

- 1.17 BOYD, HARPER W., FRANK, RONALD E., MASSY, WILLIAM F. and ZOHEIR, MOSTAFA, "On the Use of Marketing Research in Emerging Economies", Journal of Marketing Research Vol. 1, No. 4, Nov. 1964.

This article directs its attention mainly to consumer goods marketing in developing countries, pointing out that marketing research has not been

applied on a wide basis in these countries. The main reasons for this situation are the attitudes and orientation of business firms and markets characterized by a demand much larger than supply, with little or no competition. Also, marketing has been a low status occupation and there are few qualified people to undertake research. Most surprising is the neglect of marketing by government officials who have ignored its inclusion in the planning process.

- 1.18 BREIMEYER, HAROLD F., "Functioning of Factor Markets and Economic Development" in Toward Scientific Marketing, Stephen A. Greyser, ed., American Marketing Association, Chicago, 1964.

This paper points to the critical importance of factor markets in the development of the United States agriculture. As a whole these have functioned well in a competitive market structure. The implication for developing nations is to focus attention on the functioning of factor markets, and where non-competitive structures prevail, governments should intervene.

- 1.19 BUSE, REUBEN C. and HELMBERGER, PETER G. "Potential and Feasibility of Cooperatives as Instruments of Market Reform" in Agricultural Cooperatives and Markets in Developing Countries, K. Anschel, R. Brannon and E. Smith, eds., Praeger, New York, 1969, pp. 197-212.

This article attempts to evaluate the potential

of cooperative organizations in developing countries used as a means of overcoming market inefficiencies. Several shortcomings of cooperatives are outlined considering them purely as economic institutions.

- 1.20 COLLINS, NORMAN R. and HOLTON, RICHARD H., "Programing changes in Planned Economic Development", Kyklos, Vol. 16, Jan. 1963. Reprinted in Agriculture in Economic Development Carl Eicher and Lawrence Witt eds., McGraw - Hill, New York 1964.

Economic development plans generally assume that marketing firms will spring up in response to price incentives, providing an adequate link between producers and consumers. The authors question the validity of assuming that such firms will appear, and if they do, they might not provide the kind of marketing services most compatible with a new production situation.

Several reasons can explain why the distribution sector may not respond to market incentives: (1) the absence of grades, standards or adequate regulations, (2) auxiliary services needed (such as market information) which benefit all the industry will not be undertaken by any one firm, (3) innovations may require too large initial investment, or may be too uncertain, (4) shortage of managerial resources, (5) innovations may require changes at other levels of the system which could not be profitable for one firm, but only for many of them, (6) institutional factors, such as complicated licensing or closed socio-economic groups, and

(7) scale economies in distribution greater than in production. These reasons suggest that public policy may need to provide the means to transform an interrelated production-distribution system.

- 1.21 CURRIE, LAUHLIN, "Marketing Organization for Under-developed Countries" in Markets and Marketing in Developing Economies, eds. Moyer and Hollander, Irwin, 1968, pp. 117-129.

The article deals with the problems of transferability of developed country marketing institutions to the developing countries. It stresses the importance of considering cost reductions and efficiency of marketing improvements, and the real consumer services needs such as the legislative restrictions, real labor costs and possible unemployment effects.

- 1.22 DEVELOPMENT DIGEST, Vol. V, No. 2, July 1967, pp. 89-120.

This issue of the Digest contains a section on Export Promotion for developing countries. It features articles examining the effects of different policies on export promotion activities, the role of credit and insurance in export promotion, and the effect of taxing on "value added" in expanding exports.

- 1.23 FAO. Bibliography of Food and Agricultural Marketing, Rome, Italy.

A very extensive bibliography of publications dealing with agricultural marketing throughout the world (except Canada and the United States). It covers a wide range of topics, classified under eleven major subjects. Publications are also classified by author and country of reference. First published in 1965, subsequent periodical updatings have been made.

- 1.24 FAO. Marketing, A Dynamic Force in Agricultural Development. World Food Problem Series, No. 10, Rome, 1970, p. 40.

This booklet explains the increasing importance of agricultural marketing in economic development. It emphasizes the dynamic role of marketing in stimulating output and consumption, all too often neglected in national planning.

The main areas of pressure for marketing improvement in the developing world are discussed: (1) supplying urban markets, (2) export marketing, (3) problems of processing industries, (4) market improvement as an aid to increasing farm output and (5) supplying inputs for production.

The booklet analyzes the relationships of marketing to the implementation of agricultural price policies, suggesting that government intervention in markets have had two simultaneous purposes: improving market efficiency and implementing price policies. These ends are not always compatible and the drive for marketing improvement tends to be neglected.

The study discusses and illustrates the strengths and weaknesses of public enterprises, cooperatives, local and foreign private companies and mixed forms of enterprises as background for marketing improvement policy.

In summary there is a discussion of the areas in which a government's role is unique: in promoting overall marketing improvements, such as the provision of basic services essential to progress; the making of policy; the planning function and the creation of the environment for development.

- 1.25 FAO. Marketing Fruits and Vegetables. Marketing Guide No. 2, Rome 1957.

This book covers practical information on the problems faced in the different stages of marketing fruits and vegetables in developing countries. Special reference is made to aspects of production, packaging, transportation, storage and handling. It also extends to standardization, selling methods and a description of several kinds of wholesale markets.

- 1.26 FOLZ, WILLIAM E. "The Relevance of Marketing Research to Economic Development" in Marketing and Economic Development: Readings in Agribusiness Research. Lincoln, Nebraska, University of Nebraska Press, 1967, pp. 60-82.

This paper deals with the problems of internal and external market expansion needed in the process

of economic development. It points to the potential of marketing research procedures in solving these problems, and the need for using them in obtaining operational solutions. Emphasis is on external market expansion problems.

- 1.27 GALBRAITH, JOHN K. and HOLTON, RICHARD H.  
Marketing Efficiency in Puerto Rico, Harvard University Press, Cambridge, Mass., 1955, p. 204.

This book represents a comprehensive study of the marketing of food and important non-food products consumed in Puerto Rico. The marketing system is described in detail, with a diagnosis of the major problems. Some of the most important problems are: (1) an atomistic food retailing structure with no price competition mainly composed of a large number of extremely small outlets. Wholesalers present similar characteristics. (2) buying habits of consumers foster the use of certain services which make the system of distribution very costly. Shopping patterns could also be improved through consumer education programs.

Recommendations are given to improve the efficiency of the system. Among them are: the development of an integrated chain store operation on a large scale; support of the consumer cooperative movement; investment in physical distribution facilities; and promotion of means to stimulate price competition. The authors stress the need for a careful analysis of the economic and cultural structure before implementing any reform measure. Policy must

be designed so as to avoid forcing sudden change on an unwilling and resisting system, but rather to establish a context within which movement toward improved efficiency is assured. Success in the reorganization of the distribution system may require a gradual process.

- 1.28 GREYSER, STEPHEN A., ed. Toward Scientific Marketing, American Marketing Association, Proceedings of the Winter Conference of the American Marketing Association, Dec., 1963, Chicago, 1964.

This book includes a section (pp. 393-442) on marketing and economic development, composed of a set of papers dealing with the institutions, factor markets and the research problems of marketing in developing countries.

- 1.29 GRIGGS, JOHN E., Evaluating Marketing Change, An Application of Systems Theory, International Business and Economic Studies, Michigan State University, East Lansing, 1970, p. 131.

This study outlines the development of quantitative tools for evaluating the role of marketing in the economic growth of developing countries. The author uses the mathematical modeling technique of systems theory to construct a model capable of simulating the responses of the socio-economic system of Puerto Rico to reforms introduced in its marketing system. This model considers the interrelationships among the different sectors of the economic system, and could indicate

the effects of modernizing the marketing system with respect to important variables such as the gain in efficiency, the employment effects, income distribution effects, and many others.

- 1.30 HOLTON, RICHARD H. "Marketing Structure and Economic Development," Quarterly Journal of Economics, Vol. 67, August 1953, pp. 344-361.

Holton contends that distribution is considerably more important in the development process than is generally recognized. Several reasons explain his theory: (1) concern about production of physical goods; (2) difficulty in quantifying and planning marketing services; (3) difficulty in measuring the labor force absorption and income generating in the distribution sector; (4) government unwillingness to deal with inefficient marketing systems which represent a method of partial support for the unemployed; (5) economists' lack of concern with marketing; and (6) the Clark-Fisher thesis that tertiary sectors are of much less importance in less developed countries. The case of food distribution in Puerto Rico clearly shows the possibility of increasing real per capita income simply by improving the distribution system.

- 1.31 HUGHES, HELEN "Problems of Food Processing Industries in Developing Countries". International Development Association Report No. EC-169, Washington, D.C. International Bank for Reconstruction and Development May 1969, p. 49.

This paper analyzes the major sources of inefficiencies found in food processing industries in developing countries. According to the author, the major problems of these industries lie in organizational problems and inefficiencies not found in themselves, but in other sectors. The analysis is presented by commodity classes, and gives examples from different developing regions of the world.

- 1.32 INTERNATIONAL TRADE CENTRE, The Compilation of Basic Information on Export Markets, UNCTAD-GATT, Geneva, 1968, p. 114.

This study is aimed at governmental organizations of developing countries involved in analyzing export potentials and promotion of exports. It suggests a simplified methodology for selecting the products and markets to be studied in greater detail as possible export markets.

- 1.33 INTERNATIONAL TRADE CENTRE, Manual of Export Marketing Research for Developing Countries, GATT., Geneva, 1967, p. 73.

This manual covers all the elements involved in researching potential opportunities for exporting to foreign markets. It follows a very practical approach in explaining the organization of the research and of the activities of supporting public institutions.

- 1.34 INTERNATIONAL TRADE CENTER, Analytical Bibliography:

Market Surveys by Products and Countries, GATT, Geneva, 1969, p. 203

An updating of a previous GATT work (see reference No. 1.35) that compiles and classifies by product and country market studies of interest to potential exporters or export promotion agencies in developing countries.

- 1.35 INTERNATIONAL TRADE CENTER, A Bibliography of Market Survey by Product and Country, GATT, Geneva, 1967, p. 187.

A compilation of market research studies that are publicly available and of possible interest for potential exporters. This is one of the GATT publications aimed at stimulating export promotion activities and the export trade of developing countries.

- 1.36 KRIESBERG, MARTIN, ed., "The Marketing Challenge: Distributing Production in Developing Nations," Foreign Economic Development Report No. 7, USDA, Washington, D. C., Dec., 1970, p. 96.

This publication is based upon a seminar on food marketing in developing countries. Over 100 specialists analyzed the problems, research experiences and approaches to improving food marketing systems in developing countries. Among the topics discussed are: (1) the elements and considerations needed for establishing marketing policies; (2) the organization of marketing

Enterprises and allocation of resources to market improvement; (3) the nutritional dimension of food marketing; (4) increasing efficiency in marketing systems; (5) approaches to technical assistance in marketing and (6) a section dealing with problems and priorities in marketing for the major developing regions of the world.

- 1.37 KRIESBERG, MARTIN, "Marketing Food in Developing Nations -- Second Phase of the War on Hunger," Journal of Marketing, Vol. 32, No. 4, October 1968, pp. 55-60.

The article contends that food production technology is at hand, and that marketing and distribution are the critical elements in the current war on hunger. Some of the major actions needed to facilitate the modernization of food marketing in developing nations are discussed.

- 1.38 MEHREN, GEORGE L., "Market Organization and Economic Development" Journal of Farm Economics, Vol. 41, December, 1959, pp. 1307-1315.

Firms in all segments of the food and agricultural industries have lagged far behind firms in other sectors, despite the fact that they are the "primary centers for economic development." Mehren explains that this fact is due largely to deficiencies in the marketing systems. Therefore, market structures need to be changed, but a start can be made only at a few points. He emphasizes the need to find some means of introducing modern

commercial activities at a functional level so that firms in other levels will be induced to adjust themselves to the same kind of modernization.

- 1.39 MELLOR, JOHN, The Economics of Agricultural Development, Ch. 19, "Marketing and Marketing Institutions", Cornell University Press, Ithaca, New York, 1966, pp. 328-344.

A chapter in Mellor's book describes the changing role of marketing in economic development. It outlines the major areas where marketing problems arise, and discusses some of the major improvements for an efficient market operation.

- 1.40 MILLER, CLARENCE J., ed. Marketing and Economic Development: Readings in Agribusiness Research. Lincoln, Nebraska, University of Nebraska Press, 1967, p. 422.

This book is a collection of papers on marketing in the food and fiber sector. The first set of articles explores the role of marketing in economic development, and some related problems of research. The rest of the book documents the changes undergoing in the U.S. marketing system.

- 1.41 MITTENDORF, H. J., "Marketing Aspects in Planning Processing Enterprises in Developing Countries", Monthly Bulletin of Agricultural Economics and Statistics, Vol. 17, No. 4, April 1968.

An emphasis of the marketing and economic

aspects which determine the success or failure of processing enterprises in developing nations, and reports on several cases surveyed by FAO in many countries. The main factors explaining the results obtained are:

1. assessment of market demand,
2. assessment and development of agricultural raw material supply,
3. operational efficiency, and
4. government marketing policies and facilitating services.

- 1.42 MOSHER, ARTHUR T., Getting Agriculture Moving, Praeger, New York, 1966, p. 191.

Part Two of this book deals with essentials of marketing of farm products, distribution of modern inputs and transportation functions. (see chapters 5, 7 and 9).

- 1.43 MOYER, REED, Marketing in Economic Development. Institute for International Business Management Studies, Occasional Paper No. 1, Michigan State University, East Lansing, Michigan, 1965, p. 63.

This monograph describes the functions of marketing in developing economies and how it helps to organize the economic activity, contributing to economic development. It describes generalities of the structure of markets and the conduct of their participants. A final section outlines several approaches taken to the study of the subject, and

an evaluation of their relative contribution. The author discussed some generalizations and points to needed future research.

- 1.44 MOYER, REED and HOLLANDER, STANLEY, eds. Markets and Marketing in Developing Economies. Richard D. Irwin, Homewood, Ill., 1968, p. 264.

This book is a collection of articles dealing with a wide range of characteristics of the marketing process in developing countries. The main environmental obstacles for effective marketing as well as the potential and actual contributions of marketing in economic development are discussed for several developing regions (mainly Latin America and Africa.) At the end of the book, the authors present a selected annotated bibliography.

- 1.45 MUELLER, WILLARD F., "Some Market Structure Considerations in Economic Development" Journal of Farm Economics, Vol. 41, May 1959, pp. 414-425.

Mueller points out the importance of market structure in the development process. He discusses certain similarities found in the market structures of different countries: monopolistic competition in wholesaling and retailing, based on factors such as information, credit, location and others; vertical intergration based on credit shortage. Efficient marketing systems are impossible unless some of the commonest causes of monopolistic competition are eliminated. This implies fundamental reforms such as legal codes to govern contracts,

establishing grades and standards, price information and others.

- 1.46 OECD, Market Intelligence for Agricultural Advisers, Documentation in Agriculture and Food Series No. 87, OECD, Paris, 1967, p. 61.

This report provides some guidelines concerning the kinds and sources of market intelligence useful to agricultural advisers and suggestions as to how such market intelligence might be provided. A final section elaborates on the implementation of market intelligence programs.

- 1.47 OECD, Training of Advisers in Agricultural Marketing Documentation in Agriculture and Food Series, No. 78, OECD, Paris, 1965, p. 182.

This report comprises the text of the talks presented at a training course for advisory specialists in Agricultural Marketing. It deals with a vast number of marketing aspects at different levels, identifying the elements that must be analyzed to provide a useful advisory work. Some of the topics include; extension, grades and standards, quality control in agricultural products, technology in marketing, the role of institutions and legislation in the marketing system, extension programs for consumers, marketing organizations and cooperatives, and others.

- 1.48 PRITCHARD, NORRIS T., "A Framework for Analysis of

Agricultural Marketing Systems in Developing Countries", Agricultural Economics Research, Vol. 21, No. 3, July 1969, pp. 78-85.

The analysis of agricultural marketing systems requires a broad analytical framework to supply essential operational questions and to indicate appropriate research methods. The elements of this framework should be based on: (1) the theory of market structure-conduct-performance analysis; (2) a set of economic theories relevant to marketing; (3) the theory of effective competition as a dynamic process, and (4) the general theory of economic growth. The author argues that such framework is loosely fitted but sufficiently workable for research in this area.

- 1.49 SCOTT, J. T. and FLETCHER, LEHMAN, "Cooperatives as Instruments of Market Reform: The Economist's View "in Agricultural Cooperatives and Markets in Developing Countries, K. Anschel, R. Brennon and E. Smith, eds., Praeger, New York, 1969, pp. 197-212.

This paper analyzes the major structural characteristics of product markets in developing countries, and illustrates some of the difficulties that cooperatives face in operating them. The decisive factors in the success of cooperatives are discussed.

- 1.50 SHAPIRO, STANLEY J. "Comparative Marketing and Economic Development" in Science in Marketing George Schwartz, ed., New York, John Wiley & Sons, 1965.

The article explores the needed frame of reference for comparing national marketing systems, discusses the transferability of modern marketing systems to developing countries, the role of market structure in economic development and the problems involved in "reforming" these systems to attain a more efficient level.

- 1.51 SHERBINI, A. A. "Planning Fruit and Vegetable Wholesale Market Facilities in Developing Countries", Monthly Bulletin of Agricultural Economics and Statistics, Vol. 15, No. 6, June 1966.

A brief analysis of the major factors that affect the characteristics of wholesale market facilities in developing countries.

- 1.52 SHERBINI, A. A. "Marketing in the Industrialization of Underdeveloped Countries", Journal of Marketing, Vol. 29, No. 1, January 1965.

The author points to the industrialization emphasis on developing countries' plans for development, which have suffered unexpected failures due to the neglect of marketing problems at the expense of production problems. The role of marketing in micro planning is documented.

- 1.53 STEVENS, ROBERT D., "Elasticity of Food Consumption Associated With Changes in Income in Developing Countries" Foreign Agricultural Economics Report No. 23, ERS., USDA, Washington, D.C., March 1965, p. 85.

This study elaborates a methodology to estimate the changes in food flows from farms to consumers during the process of economic development. Income elasticities are estimated for a large sample of countries at different levels in the marketing process, and the role of migration and population growth is also explored. The empirical results show a rapid increase in the food flows through marketing channels. This is likely to cause inflationary pressures on food prices, unless these channels are made capable of handling the increased flows demanded.

- 1.54 STEWART, G. F., and ABBOTT, J. C., Marketing Eggs and Poultry, Marketing Guide No. 4., Food and Agricultural Organization, Rome, 1961 p. 193.

A handbook dealing, to a large extent, with practical techniques and procedures used by producers in marketing eggs and poultry. Marketing services facilitating channel coordination, such as information, extension, training and marketing research are also discussed.

- 1.55 THE WHITE HOUSE, The World Food Problem, A report of the President's Science Advisory Committee, Vol. 2,

Report of the Panel on the World Food Supply,  
The White House, Washington, D. C., May 1967, p. 772

Chapter Nine of this report analyzes the factors influencing the production incentives faced by farmers, including : (1) social cultural and legal structure; (2) programs aiming to make progress in agriculture (e.g. market improvement, credit, transportation, irrigation); and (3) programs aiming at increased incentives (price policies and extension education). Chapter 10 directs the analysis to the problems of marketing, processing and distributing food; emphasizing the governments' role of providing a stimulus to the development of efficient markets through and adequate climate for private operation, and the provision of public services such as: market information, grades and standards, transportation and storage. The role of an efficient marketing system in developing new food products of high nutritional value is discussed. Chapter 11 analyzes the role of transportation systems in agricultural development and the major problems confronted in this area in developing countries.

- 1.56 VAN NIEUWENHUIZJE, C.A.O., ed. Markets and Marketing as Factors of Development in the Mediterranean Basin, Second Assembly of the Mediterranean Social Sciences Research Council, Mouton and Co., The Hague, 1963, p. 153.

This book is a collection of articles dealing

with marketing and other topics of development in the countries bordering the Mediterranean Sea. The topics covered include: export marketing of agricultural and non-agricultural products, problems of anti-middlemen, the marketing organization in land reform areas, and the cooperative movement in some countries.

- 1.57 WARLEY, T. K., ed., Agricultural Producers and Their Markets, Basil Blackwell, Oxford, 1967, p. 596.

This book is a collection of papers presented at an international seminar on agricultural marketing. The major topics covered include: (1) the process and problems of economic development and the role of marketing; (2) domestic and international marketing systems of the nine major agricultural commodities in world trade; (3) producers' marketing organizations; (4) an extensive discussion of planning problems, organizing and management of cooperatives and business firms.

- 1.58 WELLS, O. V. "Market Structure for Agricultural Development" in Proceedings of the Eleventh International Conference of Agricultural Economists, Oxford University Press, London, 1963, pp. 331-354.

This paper deals with the problem areas in agricultural marketing systems and discusses needed changes. The paper (and subsequent discussions) extends to the problems of implementing marketing reforms.

- 1.59 WHITE, DENNIS, Food and Agricultural Export Bibliography, 1970, Foreign Agricultural Service, U.S. Department of Agriculture, FAS-M-221, November 1970, p. 44.

A bibliography prepared to assist those involved in exporting food and agricultural products. It includes about 1000 references to different kinds of publications.

## II REFERENCES RELATING TO SPECIFIC REGIONS OF THE WORLD

### 2. LATIN AMERICA

- 2.1 ANDREWS, CHRIS, "Improving Performance of the Production-Distribution System for Potatoes in Colombia", Unpublished Ph.D. Thesis, Michigan State University, 1969, p. 248.

This thesis describes the production and market structure for potatoes, analyzing the problems for modernizing production and improving the coordination of distribution channels. Performance criteria are identified for evaluating the industry, including: potentials for increasing productivity, reduced seasonal production and price instability, grades and standardization, information, and others. These criteria are also used in making recommendations for the industry.

- 2.2 BENNETT, PETER D. "Retailing Evolution or Revolution in Chile?" Journal of Marketing, Vol. 30, No. 3, July 1966, pp. 38-41.

A description of the food retailing structure in Santiago, and the level of efficiency attained by different types of retail outlets. The article points out the difficulties faced by supermarkets in expanding, despite their higher efficiency.

Modern stores are almost completely confined to high income neighborhoods: The government is sponsoring supermarket expansion based on cooperatives, to benefit the low income segment of the population.

- 2.3 BOYD, HARPER P., RICHARD M. CLEWETT, AND RALPH L. WESTFALL, "The Marketing Structure of Venezuela," The Journal of Marketing Vol. 22, April 1958, pp. 391-397.

The Venezuelan marketing system has many participants using the philosophy of low volume and high margins; therefore, price competition is almost absent and price agreements are legal and common. This market behavior is explained by the belief that the middle income class is not large enough for a mass market merchandising policy. Therefore, most of the trade is directed toward the higher income population which is believed to have a low price responsiveness.

- 2.4 COOK, HUGH L. "Structural Characteristics of the Venezuelan Milk Industry", Journal of Farm Economics, Vol. 47, No. 1, February 1965, pp. 132-147.

This article describes the market structure and conduct of the milk processing industry in Venezuela, attempting to explain price behavior observed. The shortcomings in performance are outlined, and some needed government policies are recommended.

- 2.5 DOCTOROFF, STANLEY MARK, "Institutional, Organizational and Managerial Factors in Economic Development, A consideration of the Cotton Industry in Northeast Brazil", Unpublished Ph.D. Thesis, Michigan State University, 1968.

Examines the cotton industry important to

Northeast Brazil. Despite the substantial investments (\$100 million) made in the manufacturing stage, Doctoroff argues there have been few perceptible developmental effects, mainly because of the existence of marketing mechanisms that work poorly. Other constraining factors for economic development in this industry are identified.

- 2.6 FIENUP, DARRELL F., BRANNON, RUSSELL H. AND FENDER, FRANK A. The Agricultural Development of Argentina, Praeger, New York, 1969.

This is a major study documenting the recent changes in agricultural development, identifying the favorable and unfavorable factors of progress, and developing a set of recommendations for growth and development of agriculture in Argentina.

The agricultural marketing system is specifically described and analyzed. Some recommendations are made for solving its major problems (see Chapter 6, 8 and 9).

- 2.7 FLETCHER, LEHMAN B. GRABER, ERIC, MERRILL, WILLIAM, and THORBECKE, ERIC, Guatemala's Economic Development: The Role of Agriculture, Iowa State University Press, 1970. p. 212.

Chapter 7 deals with the problems of marketing grains in Guatemala, many of which are due to a lack of storage facilities. A grain storage program is recommended and suggestions for price policy formation are given. Chapter 8 describes the production conditions and trends in fruits,

vegetables, meat, dairy products and marine products, identifying in each case the major problems of marketing these products.

- 2.8 FLETCHER, LEHMAN B. AND MERRILL, WILLIAM C.  
Latin American Agricultural Development and Policies  
 International Studies in Economics Monograph No. 8,  
 Dept. of Economics, Iowa State University, September  
 1968, p. 90.

A concise analysis of the agricultural sectors in eight Latin American countries. Production and productivity changes are discussed together with agricultural foreign trade. Institutions and government policies are described, and in most cases major marketing problems are analyzed.

- 2.9 GLADE, WILLIAM AND UDELL, JON G. "The Marketing Behavior of Peruvian Firms: Obstacles and Contributions to Economic Development" in Markets and Marketing in Developing Economies, eds. R. Moyer and S. Hollander, Irwin, 1968, pp. 153-169.

The authors report on firms manufacturing and distributing consumer goods and agricultural inputs in Peru. Their behavior is described as being oriented toward "exploiting a captive market" rather than attempting to adapt the kinds and quantities of goods produced to meet the potentials of the real demands present. Marketing practices of firms should receive attention in national development programs to attain better resource allocation

and greater increases in productivity.

- 2.10 HARRISON, KELLY M. "Agricultural Market Coordination in the Economic Development of Puerto Rico". Unpublished Ph.D. Thesis, Michigan State University, 1966 p. 294.

This thesis points to the importance of explicitly considering the marketing system's structure and performance in the development process. Rural and urban areas should be linked through a marketing system that provides for "the smooth flow of products and profit incentives both to agricultural and industrial producers".

Some theories of economic growth are discussed and an extense conceptualization of market coordination and its effect on economic growth is put forth. Market performance criteria are developed and applied to three specific cases of agricultural industries.

- 2.11 HEATON, LOUIS E., The Agricultural Development of Venezuela, Praeger, New York, 1969, p. 320

This book represents a comprehensive study of the agricultural development problems and prospects in Venezuela. It includes an analysis of the marketing of agricultural products and inputs, identifying the most pressing problems. (see Chapters 6,7, 8 and 9.)

- 2.12 HENLEY, DONALD S. "Marketing and Economic Integration in Developing Countries" in Markets and Marketing in Developing Economies, eds. Moyer and Hollander, Irwin 1968, pp. 70-86.

Henley reports on the success attained by the Central American Common Market, partly explained by the necessary condition of lowered tariff barriers. He contends that the sufficient condition for success lies in a set of marketing considerations which must be met before firms respond to the opportunities of a common market.

- 2.13 "INTERNATIONAL ORGANIZATIONS IN EXPORT PROMOTION IN LATIN AMERICA", Economic Bulletin for Latin America, Vol. XIV, No. 1, 1969, pp. 14-46.

An extensive discussion of the meaning of export promotion functions, its current status in Latin America and the most pressing shortcomings. These export promotion functions include:

- (1) the creation of the internal and external climate for exports,
- (2) discovering and developing a demand for exports,
- (3) identification of new export production opportunities, and
- (4) modification and improvement of techniques of production.

- 2.14 LARSON, DONALD WALTER, "A Diagnosis of Product and Factor Market Coordination in the Bean Industry of Northeast Brazil". Unpublished Ph.D. thesis,

Michigan State University, East Lansing, Michigan, 1968.

This thesis shows the importance of market coordination in encouraging firms to expand output and increase the productivity of the resources used, contributing to economic development. Marketing research should be focused on both the demand and supply sides and their interrelationships. To detect barriers for improved marketing performance, a study of product and factor markets is needed. Such a study is carried out in depth for the bean industry, determining the main problems and putting forth recommendations for their solution.

- 2.15 MEIER, GERALD M. "Export Stimulation, Import Substitution and Latin American Development" Social and Economic Studies, University College of the West Indies, Vol. 10, No. 1 March 1961, pp. 42-62.

Market imperfections restrain the scale and rapidity with which the stimulus from the export sector has been carried over to the rest of the Latin American economy. Imperfections such as factor immobility, price rigidity, restrictive tendencies in both factor and commodity markets, and ignorance of market conditions, all act as impediments to the efficient utilization of resources.

- 2.16 MORAN, MICHAEL JR., "An Evaluation of Market Coordination in the Bolivian Rice Industry."

Unpublished M.S. Thesis, Michigan State University, 1968, p. 149.

Moran describes the marketing system for rice in Bolivia from producers to consumers; analyzes characteristics of the market participants and identifies the major constraints for a better performance. He makes recommendations for improving market coordination in Bolivian rice industry.

- 2.17 MYREN, DELBERT T. "Integrating the Rural Market into the National Economy of Mexico", Development Digest, Vol. 8, No. 4, October 1970, pp. 65-70.

Myren explains the fact that about 80 percent of the Mexican farmers are at a near-subsistence farming level, therefore, they do not participate in the national markets. Furthermore, they are enclosed in a circle of causation of low opportunities and low productivity and income. He stresses the importance of the role of suppliers of input markets in recognizing the true market potential and in finding imaginative solutions to meet the demand. The government should provide credit, technical assistance and certain forms of insurance.

- 2.18 NASON, ROBERT W., "Urban Market Processes in Recife, Brazil" unpublished Ph.D. Thesis, Michigan State University, East Lansing, Michigan, 1968, p. 362.

A diagnostic study of the urban food distribution system of Recife that identifies the major

problems and recommends a strategy to bring about needed changes. The few large scale self-service retail stores show greater efficiency, progressiveness and competitive behavior than the very small retailers that comprise the largest part of the distribution system. The recommended strategy aims to promote the development of larger retail units so as to enhance competition. Lower prices increase the coordination of this system.

- 2.19 PAN AMERICAN UNION, The Marketing Structure for Selected Processed Food Products in Sweden, Norway, Denmark, Germany, Canada and the United Kingdom, P.A.U., Washington, D. C. 1966, p. 347.

This study analyzes the markets for selected processed food products in some European countries and Canada. The most important elements of the structure and practices of these markets are analyzed to evaluate the export potential in each case and elaborate possible exporting strategies.

- 2.20 PAN AMERICAN UNION, The Marketing Structure for Selected Processed Food Products in the United States, Studies in Export Promotion No. 1, Washington, D. C., 1966, p.140

This study analyzes the market structure and conduct of some processed food products in the United States from the standpoint of potential exporters. It explains the trade practices, the nature of

competition, identifies sub-markets, emphasizes the importance of quality standards, and many other decisive factors in elaborating a possible strategy for exporting products of certain potential for some Latin American countries.

- 2.21 RILEY, HAROLD et al, Food Marketing in the Economic Development of Puerto Rico. Research Report No. 4 Latin American Studies Center, Michigan State University, East Lansing, Michigan, 1970, p.291.

This study is based on an extensive field work research in Puerto Rico, and analyzes the role of food marketing in the development of Puerto Rico during the last two decades. Changes in urban food marketing are reviewed and evaluated. The vertical coordination in the production-marketing system for some agricultural products is closely analyzed, spelling out the performance results. The dynamic aspects of instituting significant changes in the food system is analyzed as a part of the political and social processes in which communication plays an important role. A systems model is used to evaluate the consequences of marketing changes. A final chapter provides suggestions for further improvements in the performance of the Puerto Rican food marketing system and some hypotheses and issues concerning the role of food marketing in economic development.

- 2.21 VENEZIAN, EDUARDO AND GAMBLE, WILLIAM, The Agricultural Development of Mexico, Praeger, New York, 1969, p. 281.

This book analyzes recent agricultural development in Mexico. Within this discussion, brief sections describe past marketing and price policies, and point out certain deficiencies in marketing agricultural commodities that constrain production and exclude large numbers of subsistence farmers from the market system.

- 2.22 RILEY, HAROLD, HARRISON, KELLY, Market Coordination in the Development of the Cauca Valley Region -- Colombia, Latin American Studies Center, Research Report No. 5, Michigan State University, East Lansing, Michigan 1970, p. 386.

This study is a major work on marketing in developing countries done on an important economic region of Colombia. Market processes in rural and urban areas and their interrelationships are described and analyzed to identify the main barriers to attaining better market performance. Recommendations are given for the changes needed and for their implementation.

The first part of this study outlines a theoretical framework for diagnosing market coordination problems and for evaluating market performance.

Extensive surveys were carried out to analyze the urban food distribution system in Cali, the production and distribution of food in the region, the input and other industries closely related to the food system and the manufacturing of consumer goods. Another section of the study analyzes some institutional factors or public aspects (laws,

regulations, communication processes and credit) that significantly affect the incentives, behavior and performance of the economic system. A final section deals with the problems of implementation, considering the interrelationships of the programs recommended, their timing and the costs and technical assistance required.

- 2.23 SCHUH, EDWARD G. The Agricultural Development of Brazil, Praeger, New York, 1970, p. 456.

This book describes the process of agricultural development in Brazil, diagnosing and identifying the major forces that are hampering or encouraging further improvements. It represents a comprehensive study that, in part, (Chapters 7, 8, 9 and 10) discusses the agricultural marketing systems, pointing to their major shortcomings and recommending needed changes.

- 2.24 SLATER, CHARLES, RILEY, HAROLD, Market Processes in the Recife Area of Northeast Brazil, Latin American Studies Center, Research Report No. 2, Michigan State University, East Lansing, Michigan, 1969.

This study is based on extensive field research, describing the marketing system linking the urban area of Recife and the rural areas of Northeast Brazil. It includes a detailed analysis of: the urban consumers, the retailing and wholesaling of food in Recife, the farmers and the farm production processes, the distribution of inputs, and the marketing system for five major agricultural

commodities. This information is used in identifying the major problems faced and in elaborating recommendations for improving the performance of the urban and rural components of the marketing system. A systems simulation model for the marketing system in this area was developed to evaluate the possible economic effects of the marketing reforms recommended. The study also makes a significant contribution in providing a conceptualization of the dynamic role of marketing in Economic development.

- 2.25 SLATER, CHARLES, HENLEY, DONALD, Market Processes in La Paz, Bolivia, Latin American Studies Center Research Report No. 3, Michigan State University, East Lansing, Michigan, 1969, p. 242.

This study provides an analysis of the internal processes of the La Paz urban food market and of selected rural consumer markets in the food shed serving this city. Surveys were conducted to study consumers and their characteristics, food retailing, wholesaling, and the transportation system serving La Paz. Also included were farmers, country assemblers and rural fairs. The study ends with a set of proposed changes needed in the different stages of the urban-rural marketing system of La Paz.

- 2.26 SLATER, CHARLES C. "Marketing Processes in Developing Latin American Societies." Journal of Marketing, Volume 32, No. 3, July, 1968, pp. 50-55.

The article supports the thesis that "barriers" in the marketing system inhibit the growth process, therefore, a comprehensive study to determine appropriate reforms can enhance market participation. The process of inducing the internal market development is discussed, outlining the implications for research.

- 2.28 WALTERS, SHERWOOD GEORGE, "Marketing in Brazil Tested According to Recent Economic Theory." Unpublished Ph.D. dissertation, New York University, 1960, p. 370.

Walters contends that marketing activities have not adequately been considered in economic development. Yet in the case of Brazil there seems to be much room for improving marketing efficiency at all levels, and in so doing, stimulate economic development. Marketing functions at intermediate levels (wholesaling) in some agricultural products and in industrial consumer goods have been characterized by a business philosophy that lacks competitiveness and produces unusually high profits.

- 2.29 WATKINS, RALPH J., Expanding Ecuador's Exports, Praeger, New York, 1967, p. 430.

This book is a detailed study of Ecuador's prospects for increasing exports. Possibilities are analyzed on product-by-product basis, and potentials for processing raw materials are also examined. Institutions and import markets are discussed in setting forth recommendations.

- 2.30 WEBB, THOMAS R., "A System Model for Market Development Planning: Northeast Brazil," Unpublished Ph.D. Thesis, Michigan State University, East Lansing, Michigan, 1969, p. 364.

This thesis presents a general systems model of the Northeast region of Brazil, focusing on the economic exchange relationships between its major urban center, Recife, and the surrounding rural areas. The model is used to provide a framework for development planners in assessing investement programs and other reforms in the coordination of marketing activities, through examination of their effects on this region.

- 2.31 WISH, JOHN R. "Food Retailing in Economic Development: Puerto Rico, 1950-1965." Unpublished Ph.D. Thesis, Michigan State University, 1966, p. 309.

The thesis describes the changes that occurred in food retailing in Puerto Rico, during this 15 year period: changes which increased the efficiency of the marketing process, benefiting both consumers and farmers. The approach used is largely historical, identifying social and political factors. Secondary data describes the economic situation, and interviews were used to understand social and psychological characteristics of the innovators.

- 2.32 WISH, JOHN R. AND HARRISON, KELLY, M. Marketing -- One Answer to Poverty, Food Marketing and Economic Development of Puerto Rico, 1950-1965, University of Oregon, Business Publication No. 3, Eugene,

Oregon, 1969, p. 191.

This book is based on the authors' Ph.D. theses. It describes the role of marketing in economic development by constructing a theoretical framework and analyzing in detail the changes undergoing in the rural-urban food marketing system in Puerto Rico. The role of the public sector was decisive in bringing about changes that resulted in improved market performance.

- 2.33 WISH, JOHN, Economic Development in Latin America, An Annotated Bibliography, Praeger, New York, 1966.

An extensive annotated bibliography referring, in part, to food and agricultural marketing in the economic development of Latin America.

### 3. AFRICA

- 3.1 ALBAUM, GERALD AND RUTMEN, GILBERT, "The Cooperative-based Marketing System In Tanganyika," Journal of Marketing, Vol. 31, No. 4, October 1967, pp. 54-58.

Describes the attempts to install a single channel marketing system based on cooperatives, outlining some of the resulting limitations.

- 3.2 ANSCHEL, KURT R. "Agricultural Marketing in Nigeria and Ghana," Development Digest, Vol. 8, No. 4,

October 1970, pp. 88-94.

Agricultural markets in these countries are highly functional social institutions. They have grown to meet the expanded demand, but some problems are apparent since urbanization is proceeding quickly. Major changes should be considered, especially in the credit and input markets, in the transportation system and in land tenure practices.

- 3.3 BOHANNAN, PAUL AND DALTON, GEORGE, eds. Markets in Africa, Northwestern University Press, 1962, p. 762.

This book is a collection of articles referring to all the regions of Africa, aiming to examine the economic aspects of the existing markets, as well as other aspects (sociological, anthropological, etc.).

- 3.4 DEAN, R. "Social Determinants of Price on Several African Markets," Economic Development and Cultural Change, Vol. 1, No. 8, April 1963, pp. 239-256.

Dean's article is based on field work research on two markets to test the hypothesis that non-economic factors may influence price determination. The conclusion is that, to a large extent, empirical evidence does not support the hypothesis.

- 3.5 HELLEINER, GERALD K., "The Fiscal Role of the Marketing Boards in Nigerian Economic Development, 1947-1961." Economic Journal, Vol. 74, No. 295,

September 1964, pp. 582-605.

Helleiner reviews the accomplishments of marketing boards as revenue collectors. He recommends changes that could improve this function and attain a better marketing system.

- 3.6 HAWKINS, H. C. G., Wholesale and Retail Trade in Tanganyika, Praeger, New York, 1965, p. 168.

A study of the distribution system in Tanganyika describing the importers, retailers, and wholesalers and analyzing their structure and conduct in the entire distribution system. A final chapter assesses the system as a low cost one, due, in part, to the strong price-competition prevailing in most areas of trade. Hawkins also points out its major limitations in other respects. The government's effort to set up cooperatives is also described.

- 3.7 ILORI, C. O. "Towards a Policy of Marketing Improvement in Western Nigeria." Bulletin of Rural Economics and Sociology, Vol. 2, No. 3, 1967, (University of Ibadan, Nigeria).

The author identifies deficiencies in the food distribution system and suggests ways of improvement, mainly through: 1) physical structures and market places; 2) marketing facilities and 3) marketing extension services.

- 3.8 JONES, WILLIAM O. "Marketing Problems in Africa: Constraints on Agricultural Development," Development Digest, Vol. 8, No. 4, October, 1970, pp. 95-98.

Reports on the conclusions of a major marketing study in several countries. The conclusions point to the rather good performance of the operation of markets for staple goods, however, one major deficiency detected was a lack of wholesalers who have the capacity to trade in staple commodities on a national basis. Consequently, supplies are malallocated in time and space.

- 3.9 KRIESEL, H. C., LAURENT, C. K., HALPERN, C. LARZELERE, H. E. Agricultural Marketing in Tanzania, Background Research and Policy Proposals, Michigan State University, East Lansing, Michigan, June, 1970, p. 138.

This study is a comprehensive analysis of the agricultural marketing system in Tanzania, characterized by strict control and intervention by the government through numerous institutions. Marketing processes are based mainly on cooperatives and statutory marketing boards for the principal agricultural commodities. Marketing margins have risen substantially, but some services have deteriorated during recent years.

A critical appraisal of price policies and marketing policies is made, with special reference to the problems faced in the single-channel marketing system. A detailed analysis of the functioning of marketing boards and cooperatives leads to a final section proposing recommendations for improving the performance of the system.

- 3.10 NEUMARK, S. D., "Some Economic Development Problems of African Agriculture," Journal of Farm Economics, Vol. 41, February, 1959, pp. 43-50

One of the most urgent needs in African development is a link between the subsistence and the more economically advanced sectors of the economy. Marketing and transportation facilities comprise this link. Neumark cautions that capital spent on the technical improvement of production activities may be wasted unless marketing and transportation facilities are also improved.

- 3.11 PRESTON, LEE E., "Marketing Organization in Arab Socialism," Journal of Marketing, Vol. 31, No. 4, October, 1967, pp. 1-7.

Describes the marketing system in the United Arab Republic and its expansion, under strong controls by the government. Food distribution is specifically described.

#### 4. ASIA

- 4.1 ANDERSON, DOLE A., Marketing and Development, The Thailand Experience, International Business and Economic Studies, Michigan State University, East Lansing, Michigan, 1970, p. 214.

This study reviews Thailand's historical and sociological development as background for analyzing its marketing systems. Chapter Three examines the structure of the marketing system for agricultural and some industrial consumer goods. In Chapter Four the author reviews the role of transportation in the development of a national consumer goods market.

- 4.2 CHATURVEDI, J. N., The Theory of Marketing in Underdeveloped Countries, Kitab Mahal, Delhi, 1959, p. 135.

This study describes the fundamental differences between developed and underdeveloped countries, and points out the need for a different approach to marketing problems in developing countries. The problems of a subsistence agriculture are exemplified in the case of India to show how inefficient agricultural markets have coupled with other factors to hinder the development process. Solutions proposed concern eliminating unnecessary middlemen.

- 4.3 CHAUDHARY, MUHAMMAD ASLAM, "An Analysis of the Fertilizer Distribution System in West Pakistan" Unpublished Ph.D. Thesis, Michigan State University, East Lansing, Michigan, 1970.

The study analyzes the system of fertilizer distribution in West Pakistan. Although facing a rapidly expanding demand, the system has failed to perform efficiently, due in part, to its organization based on quotas, fixed margins and regulated prices. The author recommends an organization based on free market forces and private enterprise, allowing greater operational flexibility to the firms in the industry and a more stable fertilizer supply in terms of time and space.

- 4.4 COOK, HUGH L., "Market Structure and Economic Development in the Philippines," Journal of Farm Economics, Vol. 41, December, 1959, pp. 1316-1322.

Cook maintains that concentration and industry

development seem to accompany each other. Therefore, policies encouraging a highly concentrated market structure may be the most feasible way to achieve rapid development in the food industries. The limited effective demand in developing countries and the large firm size required for efficient operation may impose monopolies in the economy, creating hostility toward private enterprise.

- 4.5 CUMMINGS, RALPH W., "Effectiveness of Pricing in an Indian Wheat Market: A Case Study of Khanna, Punjab," AJAE, Vol. 50, No. 3, August, 1968, pp. 687-701.

The article analyzes the pricing effectiveness of a wholesale wheat market in India, to answer the question of the monopolistic powers of traders and their "anti-social" Function. The study finds this market competitively integrated into the larger India market.

- 4.6 DARRAH, L. B., "Brief Appraisal of Marketing" in Selected Readings to Accompany Getting Agriculture Moving, Borton, Raymond E., ed. Agricultural Development Council, New York, 1966, pp. 156-62.

A brief discussion of the marketing of agricultural products in the Philippines and a clear identification of the major problems.

- 4.7 de GUIA, ERIC O., Fertilizer Distribution in the

Philippines, Development Centre of the Organization for Economic Co-operation and Development, Paris, 1970, p. 139.

An examination of the fertilizer distribution system in the Philippines against the background of the agricultural sector, government programs affecting food production, and the present status and future prospects of domestic fertilizer supply and demand. The physical distribution system is considered adequate, although much improvement can be made in the institutions affecting this input market. The main problems of marketing and distributing fertilizer are clearly identified and recommendations are given.

- 4.8 FARRUK, MUHAMMAD O., The Structure and Performance of the Rice Marketing System in East Pakistan, Occasional Paper No. 31, Department of Agricultural Economics, Cornell University, Ithaca, New York, 1970, p. 147.

The study examines, in detail, the structures of production, consumption, interregional exchange, and of the rice market at all levels. The marketing functions carried out privately and by the government are analyzed and evaluated. The processing of paddy is studied in depth, including alternative methods and its costs. The pricing efficiency of the marketing system, evaluated in terms of spatial and temporal differentials, is found to lack oligopolistic elements, and shows markets well integrated regionally.

- 4.9 HIRSCH, LEON V. Marketing in an Underdeveloped Economy: The North Indian Sugar Industry. Prentice Hall, Inc. Englewood Cliffs, N.J., 1961, p. 392.

This book is based on a doctoral dissertation. It describes and analyzes the marketing processes of the sugar industry in North India, from the primary producers to the consumers.

- 4.10 JASDANWALLA, Z.Y., Marketing Efficiency in Indian Agriculture Allied Publishers, Bombay, India, 1966, p. 132.

Field research and price analysis are used to analyze the market for cash crops (cotton and groundnuts) in Saurashtra, India. The study finds that these markets present a competitive structure and are well integrated in almost all stages of the marketing channels and throughout the region. Competition in some cases is limited by distance to market. Marketing efficiency could be increased by improvements in market information, selling methods, and credit availability.

- 4.11 LELE, UMA J., "An Analysis of Modernization of the Rice Milling Industry in India," Occasional Paper No. 37, Department of Agricultural Economics, Cornell University, June 1970, p. 47.

An analysis of the structure of the rice milling industry and the level of efficiency attained

in modern and traditional Indian rice mills. In light of this analysis, government policies are evaluated and policy implications are given. The study extends to storage problems in the industry, its economics, and the impact on operational efficiency.

- 4.12 MAMORIA, C. B. AND RMANLAL JOSHI, Principles and Practice of Marketing in India. Allahabad, Kitab Mahel, 1962, p. 558.

A text book dealing with the structure of agricultural marketing in India, with reference to the defects in agricultural marketing and lines of improvement in the context of government's role and economic development. It includes specific chapters on the market channels for certain commodity groups and discusses cooperative marketing, financing of markets, state trading, hedging and future trading.

- 4.13 MARTIN, LEE R., "Some Marketing Problems in Pakistan and India," Journal of Farm Economics, Vol. 41, December 1959, pp. 1323-1326.

The article emphasizes some major problems of economic development related to the marketing organization: (1) economic analysis, built around a static economic efficiency concept is not as useful in developing countries. Setting up marketing channels and related services also calls for ingenuity in organization and human

relations; (2) marketing channels in early stages of development are often unreliable in terms of the quality of the products and the stability of supplies; (3) institutions more compatible with economic development are needed to allow underemployed labor to make a more significant contribution to development.

- 4.14 MELLOR, JOHN, "Agricultural Product and Input Markets in South Asian Smallholder Agriculture" in Agricultural Cooperatives and Markets in Developing Countries, K. Anschel, R. Brannon and E. Smith, eds., Praeger, New York, 1969, pp. 107-119.

This paper describes some of the major structural characteristics of product and input markets in India. It also analyzes the theoretical conditions favoring the organization of cooperatives and discusses their prospects in this agricultural marketing system.

- 4.15 NIGHTINGALE, RAY W., The Modernization Decision in Indian Urban Fluid Milk Markets, Cornell International Agricultural Development Bulletin 15, Cornell University, Ithaca, New York, August 1970, p. 93.

This study describes the Indian dairy economy as background for detailed case studies of the structure and efficiency levels of modern and traditional urban milk marketing systems serving

New Delhi and other cities. The analysis of these systems reveals several areas where improved conditions would result in a better market performance. A final section compares the productivity attained in these different systems, and focuses on some problems faced in inducing modernization.

- 4.16 RAJADHYAKSHA, V. G. "Penetrating Rural Markets," Development Digest, Vol. 8, No. 4, October 1970, pp. 98-104.

Reports on the efforts and problems of a private company in distributing and selling its industrial consumer goods in the Indian countryside. This venture has not been very profitable, but it has great potential for motivating the farmer and stimulating economic change in this vast market.

- 4.17 RUTTAN, VERNON, "Agricultural Product and Factor Markets in Southeast Asia," Economic Development and Cultural Change, Vol. 7, No. 4, July 1969.

Ruttan points out the increasing importance of marketing channels in food products and factor markets as development occurs, as well as the greater amount of resources required by this activity which has been seriously underestimated by growth models.

He concludes through an empirical test (for grains) that product markets are relatively efficient in transmitting price information and

incentives between consumers and producers, and that middleman arbitrary powers to modify price are very limited. He argues that a structural approach to market reform is a dead end; rather a positive approach to the problem of logistics and technical efficiency in resource use in product markets is needed, which at times may require structural transformations. He discusses several ways to organize logistical support for input markets.

In setting up viable marketing institutions, it is unlikely that historical analogies with presently developed countries provide useful guidelines. The use of knowledge on social organization and behavior is required to design effective relationships between incentives and performance.

- 4.18 SAXENA, B. S., SAXENA, S. P. AND NIGAM, O.P., A Study of Marketing in India, Kishore Publishing House, Kanpur, 1969, p. 624.

An extensive study on marketing, describing the functions and institutions involved in India. It covers a wide range of topics, such as market risk, market finance, standardization and grading, market research, information and extension, regulated markets, speculation, cooperative marketing, stock exchanges and many others. The study is concerned with marketing as a general area, specifically covering agricultural marketing in selected chapters.

- 4.19 SPINKS, G. R., "Attitudes Toward Agricultural Marketing in Asia and the Far East," Monthly Bulletin of Agricultural Economics and Statistics, Vol. 19, No. 1, January, 1970.

Spinks reports that agricultural marketing has not yet been accepted as an essential element in agricultural development. Many programs have failed to reach their expected goals. The reasons for this neglect, he argues, lie in the government's bureaucracies, in aid agencies, and in the commonly widespread belief that middlemen functions do not contribute to social well-being.

## 5. EUROPE

- 5.1 ABBOTT, J. C., "Food Marketing in Western Europe Today," Journal of Marketing, Vol. 27, No. 2, April, 1963, pp. 17-22.

This article describes the changes taking place in food distribution systems in Europe. It refers to the adoption of self-service retailing with the consequent pre-packaging needs, and the problems faced in obtaining regular and standardized supplies. According to the author, these changes have increased the marketing efficiency and have benefited the consumer.

- 5.2 COLLINS, NORMAN, "Development of a Coordinated

Food Production and Distribution System in Western Europe." Journal of Farm Economics, Vol. 45, No. 2, May, 1963.

Collins describes some characteristics of the food retailing system in Western Europe, and explains why the supermarket has had very different rates of adoption among the countries of this region.

In general, the food marketing systems are formed by a large number of small firms in production, wholesaling and retailing, although there are trends to form cooperative organizations and larger firms. The formation of the European Economic Community will promote a more dynamic and competitive food sector.

- 5.3 GUERIN, JOSEPH R. "The Introduction of a New Food Marketing Institution in an Underdeveloped Economy: Supermarkets in Spain." Food Research Institute, Vol. V, No. 3, Stanford University, 1965.

The author describes the Spanish government's attempt to introduce supermarkets as a means of transforming the food marketing industry and stabilizing food prices. The experience was largely unsuccessful. Guerin hypothesizes that certain conditions needed for successful supermarket operation may be absent in under-developed economies.

- 5.4 OECD, Food Marketing and Economic Growth,

Organization for Economic Cooperation and Development, Paris, 1970, p. 130.

This OECD report analyzes the basic social and economic changes which have accompanied economic growth in the postwar period in the OECD member countries, including developments and policies at the macro-level, the changes in business structure, technological advances and other forces changing the structure of consumer demand. All these changes have affected the food distribution system which has evolved into a structure increasingly composed of efficient self-service supermarkets at the retail level, and has resulted in improved performance. The significance of these developments in food marketing are also discussed: the growth of large food processing and distributing firms, the growing concentration of market power, rising marketing costs, and the growing interdependence of urban marketing and agriculture that contributes to economic growth.

- 5.5 OECD, Agricultural Development in Southern Europe, Agricultural Policy Reports, OECD, Paris, 1969, p. 427.

This study refers to the agricultural sectors of Portugal, Spain, Yugoslavia, Greece and Turkey. It analyzes the role of agriculture within the total economy of each country, and documents the changes and problems in production, consumption,

foreign trade and marketing of agricultural products. Agricultural development policy is also analyzed in each case with respect to prices, incomes, marketing, manpower, structural improvement and other important issues.

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