

## Food Quality And Consumer Value Delivering Food That Satisfies

Due to increased purchasing power of certain consumer segments all over the world and the related growing demand for food specialties for differentiated goods in the international markets, agri-food trade and marketing is no longer focused on commodities only. Key concepts of 'Marketing', 'International Trade' and 'Quality' are taking the forefront in the scientific debate among agricultural economists dealing with agricultural and food products markets. The need for scientific knowledge about several aspects of marketing for quality food products is growing. The aim of this book is to link these key concepts together and consider connections, overlaps, contradictions and complementarities between them. This book contains peer-reviewed articles covering a range of studies on international marketing and trade for quality food products and is edited with the support of the BEAN-QUORUM project, funded by the European Union's Asia Link Programme. The topics covered by the studies range from geographical indications to organic food; from fair trade to functional food; from knowledge about quality requirements to the impact of the quest for quality. The geographical scope of the studies is broad and the perspectives vary including the consumer, the producer and the supply chain side. The focal interest of the studies also range from competitiveness, to policy, to potential demand. The book is of interest to researchers and practitioners in international food networks of all types.

Food Chains: Quality, Safety and Efficiency in a Challenging World addresses the many issues facing European food producers and other food chain stakeholders, who endeavour to improve their competitive position in a highly competitive world food market. The Food Chain is one of the main economic pillars in Europe, providing employment and opportunities for economic development in rural areas. It is therefore imperative to continuously monitor the changes that affect the sector, in order to allow stakeholders to respond promptly and effectively to the new market conditions. Adjusting to the new market involves new technology, globalization, demographic and social changes within a challenging market environment. In order to adopt these new market parameters, food chain stakeholders need to adapt their activities in order to gain in terms of effectiveness and efficiency. This book was originally published as a special issue of Food Economics - Acta Agriculture Scandinavica, Section C.

The pet food industry continues to grow driven by higher disposable income and increased popularity of pet ownership among millennials. Research shows that pet food sales increased by 27% from \$59.3 billion in 2010 to \$75.25 billion in 2016. The increase in demand is accompanied by growing preference for specialized product attributes such as natural, organic, and many other premium product attributes. Research shows that many pet food trends today mimic human food trends as there is a growing tendency among pet owners to humanize their pets. These trends have forced companies to re-evaluate their production and marketing strategies in order to take advantage of the profit potential. They have begun using product differentiation based on various intrinsic attributes (e.g. color, texture, smell, appearance, etc...) and extrinsic attributes (e.g. brand, denomination of origin, image, etc...). As companies aim to accommodate the increasing specialized demands of consumers, they must be aware of consumer's perception of value associated with different product attributes. The ability of the companies to accurately analyze and

interpret consumer value perceptions and expectations is crucial for successfully capturing and maintaining market share in expanding specialty pet food categories. There is emerging literature in this area examining customer preferences and willingness to pay for specific attributes of pet food. However, the extent of this literature is limited by the availability and quality of consumer data. Recent advancements in information and communication technologies combined with the growing trend of online shopping in general and pet food in particular have generated new data source and provided opportunity for analysis of consumer perceptions. The online pet food and supplies purchases in the U.S. have increased by 58% from \$1.18 billion in 2011 to 1.86 billion in 2015. Studies in other areas such as human food, health, services, banking, and many other markets have used online review data to study consumer preferences. However, there are no such studies in pet food. The growth in pet food and increasing profit potential combined with increased online shopping provides a good opportunity for research in this area. The purpose of this thesis is to provide insight on consumer perception of pet food product attributes. Specific objectives include identifying major emerging consumer trends in pet food, examine strategies used by pet food in designing and communicating points of differentiation targeted at emerging consumer trends, analyze consumer perception of the value associated with intrinsic and extrinsic attributes of specialty pet food products. The analysis are based on the data from consumer reviews of online pet food buyers. Websites such as Amazon, Chewy, and Pet Food Direct are used to obtain consumer review, as they are the leading websites for pet food sales. Data on company marketing strategies is obtained from websites and packages of the companies associated with the select specialty pet food brands and product lines. Methods include utilizing the R Studio Statistical software to conduct a content analysis of the consumer reviews. A comparative analysis is performed to examine differences in perception of attributes by customers in different categories based their rating of the product and shopping experience. The primary results showed both companies are primarily marketing the health/benefit characteristics to customers. The results also revealed pet food customers tend to place the most value on health/benefit and ingredient characteristics. The three-circle analysis results showed that each of the attributes and terms marketed by both companies are perceived by customers. This implies that both companies are successfully communicating the value of their products to customers. However, there is potential for both companies to increase their current product positioning strategy to incorporate attributes highlighted as value/needs. The alterations in marketing approach can increase competitive advantage over other companies in the market. The insights generated by this research have a potential to inform marketing, product strategy decisions, and facilitate successful product differentiation by companies in the pet food industry. The methods and the results of this research contribute to the literature in the area of agribusiness and agri-food marketing in general and pet-food marketing in particular, thus it will potentially generate interest among agribusiness scholars and pet-food industry stakeholders.

Each industry, from robotics to health care, power generation to software, has its own tailored reliability and quality principles, methods, and procedures. This book brings these together so that reliability and quality professionals can more easily learn about each other's work, which may help them, directly or indirectly, to perform their tasks more effectively.

This publication comprises material on recent studies on quality management in agri-food chains. Due to several food crisis's (e.g. BSE, Foot-and-Mouth disease) and growing demands for food quality and safety, quality management systems and quality assurance schemes have been widely adopted in different countries in recent years. Scientific knowledge about the features, the acceptance and the effectiveness and efficiency of these newly introduced quality management initiatives, has remained scarce until now. The material by experts in the field, focuses on the evaluation of quality management systems and quality assurance schemes. The main issues are the costs and benefits of quality management given the influence of the public sector and consumers' expectations about food quality and safety. Not only are benchmarking and harmonisation methods examined with regard to their impact on the effectiveness of quality assurance schemes, but, also the role of trust, cooperation and integration for efficient quality management is discussed. Different economic theories such as microeconomics, organization and marketing theory as well as advanced statistical methods are applied. Concepts are discussed from the various points of view of industrialised, export-oriented and developing countries throughout the book. The information in this book give a comprehensive review of quality management concepts in food chains and highlight future research directions from a global perspective. This book is of interest to all those who concern themselves with the topic, be it in academia or in the professional sector.

Presents consumer research across both positivist and interpretivist methods. This title deals with such topics as: organic food consumption, luxury goods consumption by Chinese consumers, country of manufacture effects on product quality perceptions, and the nature and effects of cool consumption.

Due to increasing consumer demand for safe, high quality, ethical foods, the production and consumption of organic food and produce has increased rapidly over the past two decades. In recent years the safety and quality of organic foods has been questioned. If consumer confidence and demand in the industry is to remain high, the safety, quality and health benefits of organic foods must be assured. With its distinguished editor and team of top international contributors, Handbook of organic food safety and quality provides a comprehensive review of the latest research in the area. Part one provides an introduction to basic quality and safety with chapters on factors affecting the nutritional quality of foods, quality assurance and consumer expectations. Part two discusses the primary quality and safety issues related to the production of organic livestock foods including the effects of feeding regimes and husbandry on dairy products, poultry and pork. Further chapters discuss methods to control and reduce infections and parasites in livestock. Part three covers the main quality and safety issues concerning the production of organic crop foods, such as agronomic methods used in crop production and their effects on nutritional and sensory quality, as well as their potential health impacts. The final part of the book focuses on assuring quality and safety throughout the food chain.

Chapters focus on post-harvest strategies to reduce contamination of food and produce, and ethical issues such as fair trade products. The final chapters conclude by reviewing quality assurance strategies relating to specific organic food sectors. The Handbook of organic food quality and safety is a standard reference for professionals and producers within the industry concerned with improving and assuring the quality and safety of organic foods. Improve the safety, quality and health benefits of organic

foods Discusses the latest research findings in this area Focuses on assuring quality and safety throughout the food chain This book examines and analyzes tourism consumption and tourist experiences, employing a systematic and case study-driven perspective. Covering approaches with a wider geographical background, it considers issues like tourism place experience and co-creation, as well as the behavior of tourists on guided tours, at trade shows and exhibitions, and in museums. Dedicated chapters deal with the aspect of customer satisfaction in places such as hotels or restaurants. In closing, the book highlights tourist behavior in the context of cultural heritage, regional and cultural differences and the general frameworks of consumer happiness and responsibility. Given its focus, the book provides a unique view on the interplay of tourism consumption and tourist experiences, and presents a comprehensive selection of case studies to exemplify and discuss in detail the frameworks covered and the current state of practice.

Master's Thesis from the year 2013 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1.0, Durham University (Durham University Business School), course: MBA, language: English, abstract: This dissertation addresses the question of the impact of packaging to demand a price premium leveraging the example of retailer brand premium products in the food segment in Germany. Product tiering is a pricing structure that is commonly used by producers, in which consumers are segmented by willingness to pay for specific (added) product benefits. This is a way of maximizing utility for both consumers and producers, and is commonly already leveraged by producers of branded products, but lately also retailer brands, especially to enable growth outside the value tier. The role of packaging in the current literature is described as being a key influencer in the purchase decision making process, especially in-store. This research uses a survey across grocery purchase decision makers in Germany to identify the relationship of packaging and willingness to pay across a sample of retailer brand Tier 1, Tier 2 and Tier 3 products as well as a branded product in four different grocery categories (ham, cheese, jam and ice cream). Additionally five demographic factors such as e.g. age are collected. The intent is to answer whether i) packaging currently justifies the premium price of retailer brand tier 1 products compared to other product tiers, ii) packaging justifies the tier 1 retailer brand price premium, and iii) demographics influence the willingness to pay a premium price. Overall results indicate that the difference in packaging appeal can explain up to 35% of the willingness to pay for a retailer brand tier 1 product. However, results differ by grocery category and can't be easily generalized to the entire food segment, driven by the difference in perceived risk by the consumer. With regards to packaging as sole justification for the price the consumer is willing to pay for the retailer brand tier 1 product the research has not shown any meaningful correlation. Whilst some demographics such as the shopper profile, especially what is defined a loyal shopper in this research, household size, net income or age show a high association with a higher willingness to pay, this yet again can't be

generalized across all categories. Only the loyal shopper profile was common across most categories for a general higher willingness to pay.

Advances in Dairy Product Science & Technology offers a comprehensive review of the most innovative scientific knowledge in the dairy food sector. Edited and authored by noted experts from academic and industry backgrounds, this book shows how the knowledge from strategic and applied research can be utilized by the commercial innovation of dairy product manufacture and distribution. Topics explored include recent advances in the dairy sector, such as raw materials and milk processing, environmental impact, economic concerns and consumer acceptance. The book includes various emerging technologies applied to milk and starter cultures sources, strategic options for their use, their characterization, requirements, starter growth and delivery and other ingredients used in the dairy industry. The text also outlines a framework on consumer behavior that can help to determine quality perception of food products and decision-making. Consumer insight techniques can help support the identification of market opportunities and represent a useful mean to test product prototypes before final launch. This comprehensive resource: Assesses the most innovative scientific knowledge in the dairy food sector Reviews the latest technological developments relevant for dairy companies Covers new advances across a range of topics including raw material processing, starter cultures for fermented products, processing and packaging Examines consumer research innovations in the dairy industry Written for dairy scientists, other dairy industry professionals, government agencies, educators and students, Advances in Dairy Product Science & Technology includes vital information on the most up-to-date and scientifically sound research in the field.

In the fall of 1990, the Danish government started a comprehensive research programme to improve the competitiveness of the Danish food sector: The Research and Development Programme in the Danish Food Sector (Det Fødevareteknologiske Forsknings- og Udviklingsprogram, FØTEK). The programme was based on a combination of basic research to be carried out by universities and other research institutions, and a series of collaboration projects between researchers and food companies. The programme was originally designed as a technological research programme. However, in the planning phases of the research programme, the view that the development of new technologies and products may not be sufficient to improve competitiveness made some ground. A small corner of the overall research effort was therefore set aside for market-oriented research. This corner was filled by the research programme Market-based process and product innovation in the food sector (MAPP). MAPP was a joint research programme in which researchers from several Danish universities and business schools participated; it was coordinated by the Aarhus School of Business. MAPP set out to achieve a difficult task: to conduct high quality research on various aspects of the marketing of food products, to do so in cooperation with food companies, and to win under standing and

recognition from the colleagues in the food technology departments.

The determination of food authenticity is a vital component of quality control. Its importance has been highlighted in recent years by high-profile cases in the global supply chain such as the European horsemeat and the Chinese melamine scandals, the latter of which led to six fatalities and the hospitalization of thousands of infants. As well as being a safety concern, authenticity is also a quality criterion for food and food ingredients. Consumers and retailers demand that the products they purchase and sell are what they purport to be. This book covers the most advanced techniques used for the authentication of a vast number of products around the world. The reader will be informed about the latest pertinent analytical techniques. Chapters focus on the novel techniques and markers that have emerged in recent years. An introductory section presents the concepts of food authentication, while the second section examines in detail the analytical techniques for the detection of fraud relating to geographical, botanical, species, and processing origin and production methods of food materials and ingredients. Finally, the third section looks at consumer attitudes towards food authenticity, the application of bioinformatics to this field, and the Editor's conclusions and future outlook. Beyond being a reference for researchers working in food authentication, this book will serve as an essential resource for analytical scientists interested in the field and food scientists aiming to appreciate analytical approaches. This book will be a companion to under- and postgraduate students in their studies in food authentication, and will be useful to researchers in universities and research institutions.

Quality foods, such as traditional, EU certified, organic and health claimed are part of a growing trend towards added value in the agri-food sector. In these foods, elements of production, processing, marketing, agro-tourism and speciality stores are combined. Paramount above all is the link to the consumer, which requires a personal approach. At this point, one enters the field of food consumer science. This can be seen as a hybrid of two distinct sciences. On one hand, there is the 'hardware' component, i.e. the science of food. On the other hand, the 'software' component, related to the science of consumers' preferences and behaviour. In animal science, nearly all attention is given to the 'hardware' aspect. However, to build a successful business in quality food products, the 'software' aspect is essential. This publication devotes special attention to the consumer and gives insight into an area of knowledge still very much in development. It is intended to enhance understanding of the complex relationships in the route from products to consumers and offers practical solutions in this field. This publication includes review articles covering basic aspects of food consumer science and research trends in the field, and a series of country reports and articles on relevant studies related to the topic, with emphasis on Southern Europe.

Covers a Host of Groundbreaking Techniques Thermal processing is known to effectively control microbial populations in

food, but the procedure also has a downside?it can break down the biochemical composition of foods, resulting in a marked loss of sensory and nutritional quality. Processing Effects on Safety and Quality of Foods delineates three decades of advances made in processing techniques that produce microbiologically safe foods, while maintaining their sensory and nutritive properties. Addresses the Entire Food Processing Industry With an international team of more than 35 renowned contributors, this book presents evaluation techniques that yield reliable estimations of microbiological, physicochemical, nutritive, and sensory characteristics. Each chapter discusses the processing effects of relevant technologies and includes the basics of microbial kinetics, sensory evaluation, and the perception of food quality. A sampling of the techniques covered: Hermetically sealed containers Acrylamide formation Dried foods Irradiated foods Pressure-assisted thermal processing Pulsed electric field processing Processing Effects on Safety and Quality of Foods addresses the entire food processing industry, including food modeling, optimization, and proper design of manufacturing plants. It is the first of its kind?a single, sound reference that explores all of the different aspects involved in evaluating processing effects in food safety and quality.

Postharvest Handling, Third Edition takes a global perspective in offering a system of measuring, monitoring, and managing produce processing to improve food quality, minimize food waste, reduce risks and uncertainties, and maximize time and resources. This unique resource provides an overview of the postharvest system and its role in the food value chain, and offers essential tools to monitor and control the handling process. It shows how to predict and combat unexpected events (e.g., spoilage), and manage the food quality and safety within a facility. Proven research methods and applications from various viewpoints are available to help you maintain high-quality produce and achieve the highest yields possible. The book also explores current challenges—including oversupply, waste, food safety, lack of resources, sustainability—and best practices for production to thrive in spite of these challenges. Presents current research methods and applications in temperature control and heat treatments to help minimize moisture content, to prevent spoilage and mold, and more Addresses challenges of traceability and sustainability Presents testing and measurement techniques and applications Provides technological tools to create crop value and improve both food safety and food quality

Marketing orientation is both the key objective of most food producers and their biggest challenge. Connecting food and agricultural production with the changing needs and aspirations of the customer provides the means to ensure competitive advantage, resilience and added value in what you produce. But market orientation is not something that you can just buy in or bolt on to what you do. Market orientation is a matter of changing the culture of your organisation; finding ways of learning more about your customers and understanding their needs; changing your development and reward systems to educate your employees; it may also involve significant changes to your production processes. This comprehensive collection of original research explores the challenges and opportunities associated with market orientation along the food supply chain; from the animal feed industry to meat retailing and from organic foods to old world wines. All the chapters provide exceptional insight into understanding how market orientation can benefit food suppliers and how it is essential for long-term success.

Food Storage Stability addresses one of the foremost problems faced by food processors - how to stabilize food once it is harvested. Using a

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holistic approach, the book discusses the changes responsible for food quality deterioration and considers strategies for minimizing or eliminating these degradative changes. Topics include: consumer perceptions and preferences, cellular changes, conversion of major constituents to more stable products, the effect of color and texture, packaging issues, and practical strategies for storing foods frozen, chilled, or at ambient temperature. Food Storage Stability is the only treatment of this subject that covers the diverse factors that influence quality retention in foods and integrates basic concepts in storage stability with practical applications. Food scientists and technologists concerned with changes in food quality are interested in ensuring that safe and appealing food products reach consumers - this is the book that will assist them with that important goal.

Consumer markets for foods and beverages in developed countries are well supplied and highly fragmented. Yet, the question being asked is how close retailers actually come to fulfilling their customers' requirements. The concept of consumer value is one of the main pillars underpinning the theory of market differentiation. This book takes an interdisciplinary approach to the analysis of satisfaction in relation to the consumption of food, with both food science and consumer science playing central parts. It approaches food quality from both the technical and the consumer satisfaction perspectives, and assesses the roles of management and regulatory tools in delivering food quality for all. Each area is discussed in detail, using the appropriate technical terminology, but keeping the text accessible to readers from both academic traditions, as well as to non-specialist readers.

The development of agricultural biotechnology offers the opportunity to increase crop production, lower farming costs, improve food quality and safety, and enhance environmental quality. This new book describes the economic, scientific, and social factors that will influence the future of biotechnology in agriculture. The supply of biotechnology innovations and products will be affected by public policies and by expectations of producer and consumer demand for the products. The demand for biotechnology by farmers and food processors is derived from the expected profitability of using the technology as an input to production. Ultimately, the use of biotechnology in the farm sector will depend on consumer demand for the biotechnology-derived agricultural products.

The International Year of Fruits and Vegetables 2021 (IYFV), as declared by the UN General Assembly in Resolution A/RES/74/244, aims at raising awareness of, directing policy attention to, and sharing good practices on the nutritional and health benefits of fruit and vegetable consumption, the contribution of fruit and vegetable consumption to the promotion of diversified, balanced and healthy diets and lifestyles, and reducing loss and waste of fruits and vegetables. This background paper outlines the benefits of fruit and vegetable consumption, but also examines the various aspects of the fruit and vegetable sector from a food systems approach: from sustainable production and trade to loss and waste management. This paper provides an overview of the sector and a framework and a starting point for discussion for the Year, highlighting the interlinkages of stakeholders and key issues to be considered for action during the IYFV.

This book offers the first theoretical analysis of the determination of quality standards and their effects along the value chain.

Food Product Development presents in-depth, how to guidance to successful food product development. Drawing on the practical experience of 19 industry experts, the book presents a broad overview of practical aspects of industrial food R&D today. In addition, it details how to control the many facets of food product development and successfully integrate the work of professionals from many diverse areas.

Contains articles by marketing field's researchers and academicians. This book includes literature reviews, methodologies,

empirical studies, trends, international developments, guidelines for implementation, and suggestions for theory development and testing.

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"This book will present a scientific analysis of how genetic engineering of plants and other food sources affects the quality and safety of food for humans"--

Dairy Processing and Quality Assurance, Second Edition describes the processing and manufacturing stages of market milk and major dairy products, from the receipt of raw materials to the packaging of the products, including the quality assurance aspects. The book begins with an overview of the dairy industry, dairy production and consumption trends. Next are discussions related to chemical, physical and functional properties of milk; microbiological considerations involved in milk processing; regulatory compliance; transportation to processing plants; and the ingredients used in manufacture of dairy products. The main section of the book is dedicated to processing and production of fluid milk products; cultured milk including yogurt; butter and spreads; cheese; evaporated and condensed milk; dry milks; whey and whey products; ice cream and frozen desserts; chilled dairy desserts; nutrition and health; sensory evaluation; new product development strategies; packaging systems; non-thermal preservation technologies; safety and quality management systems; and dairy laboratory analytical techniques. This fully revised and updated edition highlights the developments which have taken place in the dairy industry since 2008. The book notably includes: New regulatory developments The latest market trends New processing developments, particularly with regard to yogurt and cheese products Functional aspects of probiotics, prebiotics and synbiotics A new chapter on the sensory evaluation of dairy products Intended for professionals in the dairy industry, Dairy Processing and Quality Assurance, Second Edition, will also appeal to researchers, educators and students of dairy science for its contemporary information and experience-based applications. New Perspectives in Hospitality Management is a unique collection of articles that represent the very highest level of scholarship in the sphere of hospitality research. The articles published in this collection identify some emergent themes that have subsequently established themselves as key trends among academics in the field.

Many fields are beginning to implement developing practices that prove to be more efficient and environmentally friendly compared to traditional practices. This holds true for the realm of business, as organizations are redesigning their operations through the incorporation of sustainable methods. Research is needed on the specific techniques companies are using to promote efficiency and improved effectiveness using sustainability. Handbook of Research on Sustainable Supply Chain Management for the Global Economy is an essential reference source that discusses the incorporation of sustainability in various facets of business management. Featuring research on topics such as disruptive logistics, production planning, and renewable energy sources, this book is ideally designed for researchers, practitioners, students, managers, policymakers, academicians, economists, scholars, and educators seeking coverage on sustainable practices in supply chains to ensure a cleaner environment.

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The SAGE Encyclopedia of Food Issues explores the topic of food across multiple disciplines within the social sciences and related areas including business, consumerism, marketing, and environmentalism. In contrast to the existing reference works on the topic of food that tend to fall into the categories of cultural perspectives, this carefully balanced academic encyclopedia focuses on social and policy aspects of food production, safety, regulation, labeling, marketing, distribution, and consumption. A sampling of general topic areas covered includes Agriculture, Labor, Food Processing, Marketing and Advertising, Trade and Distribution, Retail and Shopping, Consumption, Food Ideologies, Food in Popular Media, Food Safety, Environment, Health, Government Policy, and Hunger and Poverty. This encyclopedia introduces students to the fascinating, and at times contentious, and ever-so-vital field involving food issues. Key Features: Contains approximately 500 signed entries concluding with cross-references and suggestions for further readings Organized A-to-Z with a thematic "Reader's Guide" in the front matter grouping related entries by general topic area Provides a Resource Guide and a detailed and comprehensive Index along with robust search-and-browse functionality in the electronic edition This three-volume reference work will serve as a general, non-technical resource for students and researchers who seek to better understand the topic of food and the issues surrounding it.

The concept of cross-cultural perspectives in research in food is important in general and particularly so in relation to human perception in food and health. Food concepts are very different across different jurisdictions. Different markets and cultures have varying perspectives on what is considered a palatable, acceptable, or useful food or food product; in simple terms, one size does not fit all in the majority of cases. Specific markets thus need targeted food design, to be successful from a myriad of perspectives. In this Special Issue anthology "Food, Health and Safety in Cross-Cultural Consumer Contexts", we bring together articles that show the wide range of studies from fundamental to market applicability currently in focus in sensory and consumer science in food, health, and safety cross-cultural contexts. From the included perspectives, it is abundantly clear that there is a need for much knowledge related to future food design linked to cross-cultural contexts and that this will continue to be critical to the success of food transfer in global food markets.

Regulations on Intellectual Property Rights (IPRs) and Geographical Indications (GIs) have a long history, leading back to two separate organizations devoted to dealing with them: the World Trade Organization (WTO) and the World Intellectual Property Organization (WIPO). The WTO, through its 1994 TRIPS Agreement, gives wines a high level of protection, but leaves individual countries to draw up national GI legislation for other agri-food products. On the other hand, the WIPO implemented the Lisbon Agreement of 1958 and gives GIs a high level of protection, but involves a lower number of countries. The US approach follows the WTO and is based on existing trademarks and competition legislation, while the EU legislation is partly based on the Lisbon Agreement and has a sui generis legislation, giving a high level of protection to agri-food GIs. The two different legislative approaches on IPRs on GIs are a source of political and economic debate between the US and the EU that impact massively on agri-food supply chains, consumer relations, and environmental and cultural aspects, as well as trade. This book provides insights into the potential impacts that the future Transatlantic Trade and Investment Partnership (TTIP) agreement could have at national, European and international level, and covers areas such as policy setting, implications for trade and consumer perception, food safety, and rural and local development. As such, it will provide a reference point for researchers and academics in agricultural and rural economics and law, as well as policy makers.

This volume includes the full proceedings from the 2011 World Marketing Congress held in Reims, France with the theme The Customer is NOT Always Right? Marketing Orientations in a Dynamic Business World. The focus of the conference and the enclosed papers is on marketing thought and practices throughout the world. This volume presents papers on various topics including marketing management,

marketing strategy, and consumer behavior. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.?

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