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THE AUTHOR states that the major purpose of his book "is to help the reader to think critically and to act constructively on agricultural marketing problems." If he means by the term "reader" the beginning student in agricultural economics and marketing, the reviewer feels that, on the whole, a good job has been done.

The book is divided into six major parts: *Agricultural Marketing in Our Economy*, *Agencies in Marketing*, *Marketing Functions*, *Marketing Commodities*, *Pricing*, and *Problem Areas*. In Part III, the author is to be commended for his discussion of buying and selling as a marketing function since the importance of managerial decisions to the efficiency of a business organization frequently is neglected or minimized by writers. Pricing touches on the conventional concepts of price making and price analysis and includes a chapter on monopolistic tendencies in agricultural marketing. Problem Areas includes chapters on interregional and international trade barriers, cost of marketing, marketing information, futures trading, agricultural cooperation, marketing research, and marketing policy.

Throughout, the author makes generous use of statistical data and chart materials of the Department of Agriculture, particularly the Outlook charts and information on margins and costs prepared in the Bureau of Agricultural Economics.

An author of a textbook must strive to achieve comprehensiveness and at the same time must keep his text within a manageable length. He is faced with serious problems as to what subject matter to include, how to treat it, and where to place it within the general framework of a book. This author has succeeded in recognizing and outlining the wide array of topics which is embraced by the marketing field. But it appears to the reviewer that, to some extent, concreteness and general adequacy of treatment have been sacrificed to brevity. For instance, in the chapter on Marketing Research, there are good brief statements dealing with objectives, scope, and problems and procedures in marketing research, but the treatment is limited and extremely general. In view of the increasing emphasis on marketing research, to which the author devotes only two short paragraphs, one feels that both the student

and the general reader would have benefited from some concrete account of the evolution of marketing research, particularly of that being carried on in the Department of Agriculture and in the State Experiment Stations, together with recognition of some of the problems that are under study and some description of how the Department, the Experiment Stations, and other agencies are organized to carry forward marketing research projects. To this might have been added some evaluation of the results of marketing research, a recognition of the historical unevenness in public support of agricultural marketing research, and a brief treatment of the forces which underlay the enactment of the Research and Marketing Act of 1946.

Similarly, in the concluding chapter, which deals with agricultural marketing policy, there are brief and general statements relating to production controls, marketing agreements, and the parity concept. If agricultural production and marketing programs, the parity concept, and related aspects of policy are to be considered a part of the agricultural marketing field, it would seem that the student should be given some insight into the part that parity and programs aimed at achieving parity have played in the struggle farmers and their representatives have made to achieve higher income levels for agriculture. He should also be given an indication of what the parity concept, means for measuring it, and programs designed to achieve it, have meant to the problem of general economic stabilization in different periods, including the present.

More emphasis might have been placed on the evolution of marketing methods and organization, changes in marketing technology, the declining relative importance of central markets, and the increase of chains, supermarkets, and self-service in the field of retailing. The term prepackaging is not even listed in the index. However, this is not to say that the author does not have a good grasp of his subject. The book is well annotated and the footnotes provide references to publications which furnish fuller treatment of subjects referred to. With adequate supplementation by lectures and other source materials, this should prove to be a useful textbook.

Bennett S. White, Jr.