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ECONOMIC

EFFECTS

of Generic
Promotion

Programs for

Agricultural
Exports



Editors

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Economic Effects of Generic Promotion Programs for Agricultural Exports

Edited By

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John P. Nichols, a professor of food marketing in the Department of Agricultural Economics at Texas A&M University, specializes in studies of market development for food and agricultural commodities. These studies include analysis of generic promotion programs, quality grades and standards, and organization and management in both domestic and international markets. In 1990 he was Visiting Professor at the Institut de Gestion Internationale Agro-Alimentaire in France while studying food marketing coordination in the European Community and Eastern Europe. Dr. Nichols completed his Ph.D. at Cornell University in agricultural economics. He has been active as a member of the Executive Committee of NEC-63 and in many other professional associations. In addition to research and teaching in marketing and policy, Dr. Nichols serves as Associate Department Head for Research Programs.

Henry W. Kinnucan, an associate professor of agricultural economics at Auburn University, has been a student of commodity advertising and promotion for more than a decade. His publications on generic advertising have appeared in numerous professional journals such as the *American Journal of Agricultural Economics*, the *Canadian Journal of Agricultural Economics*, and *Agribusiness*. He is co-editor of several books, including the forthcoming NEC-63 volume *Commodity Advertising and Promotion* to be published by Iowa State University Press. He assisted in establishment of NEC-63 in 1986 and has since served as its secretary and as a member of the executive committee. Dr. Kinnucan did his undergraduate work at the University of Illinois and received graduate training from the University of Minnesota. He spent three years as a post-doctoral research associate at Cornell University prior to joining the faculty at Auburn where he teaches courses in price analysis and market theory.

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