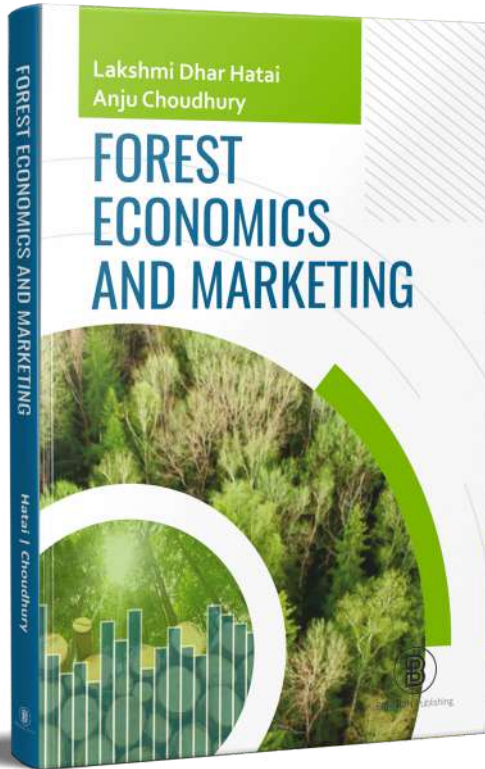




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FOREST ECONOMICS AND MARKETING

About the Book

Forest economics and marketing deal with allocating scarce resources among competing means to satisfy human wants for forest products and its efficient marketing system. Forest economics and marketing deal with economic problems of growing, protecting, harvesting and marketing of forest products. Forest economics identifies and analyzes the cost and return from various forest resources. Forest economics help the farmer to make the decision about harvesting, transportation, and marketing of forest products. It is concerned with applying the tools of economics analyzing the problems of forest production, demand supply and marketing. Forest Economics is a discipline that studies the production, distribution, and consumption of forest products, services and choices relating to forest conservation and management. Forests provide a wide range of economic and social benefits to humankind.

This book has covered comprehensively the content of all syllabuses of Forest Economics and Marketing (As per the Fifth Dean's Committee Report) by the Indian Council of Agricultural Research, New Delhi for B.Sc. (Hons) Forestry in a systematic manner. The entire subject matter has been covered in twenty chapters in accordance with UG syllabus. This book signifies and provides basic knowledge about Economics, Theory of Consumption, Demand, Supply, Pricing of Timber, Forest Planning and policy, Production, Distribution, National Income, Public Finance, Money, Welfare Economics, Marketing, Marketing functions, Price Spread, Marketing Efficiency and Integration, Project, Bank Norms, Insurance, SWOT Analysis and Crisis Management. Efforts have been made to describe in a comprehensive manner and in simple words for quick understanding of all chapters. A large number and variety of examples have been incorporated to support the different viewpoints. Contents of this book would go a long way in guiding the students, managers, academicians, policy makers, economists, researchers and entrepreneurs in improving their knowledge level on forest economics and marketing. The book encourages the reader to treasure and periodically refer this book as it is a rare collection of what is found generally in the literature. The readers will reap maximum benefits from this book and it would get wider acceptance by the students and teachers dealing with Forest Economics and Marketing.

Lakshmi Dhar Hatai | Anju Choudhury

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