



Entrepreneurship and Management in Forestry and Wood Processing: Principles of Business Economics and Management Processes (Hardback)

By Franz Schmithüsen, Bastian Kaiser, Albin Schmidhauser

Taylor Francis Ltd, United Kingdom, 2014. Hardback. Condition: New. New ed.. Language: English . Brand New Book. Forestry has long been in a rather favourable position in offering a valuable raw material source in high demand. However, with rapidly changing end-user demands and cost competitiveness within the forest and wood chain as a whole, the industry is needing to adapt. Explaining entrepreneurial action as part of a chain of comprehensive value-added processes leads to a new perception of forest production and wood processing. This book applies the main concepts of modern managerial science to the world of forestry and is the perfect book for students studying forestry and wood processing, as well as entrepreneurs and managers within the sector. Topics are covered from an entrepreneurial perspective and include perspectives from accounting, finance, economics, supply chain management, marketing and strategy.



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