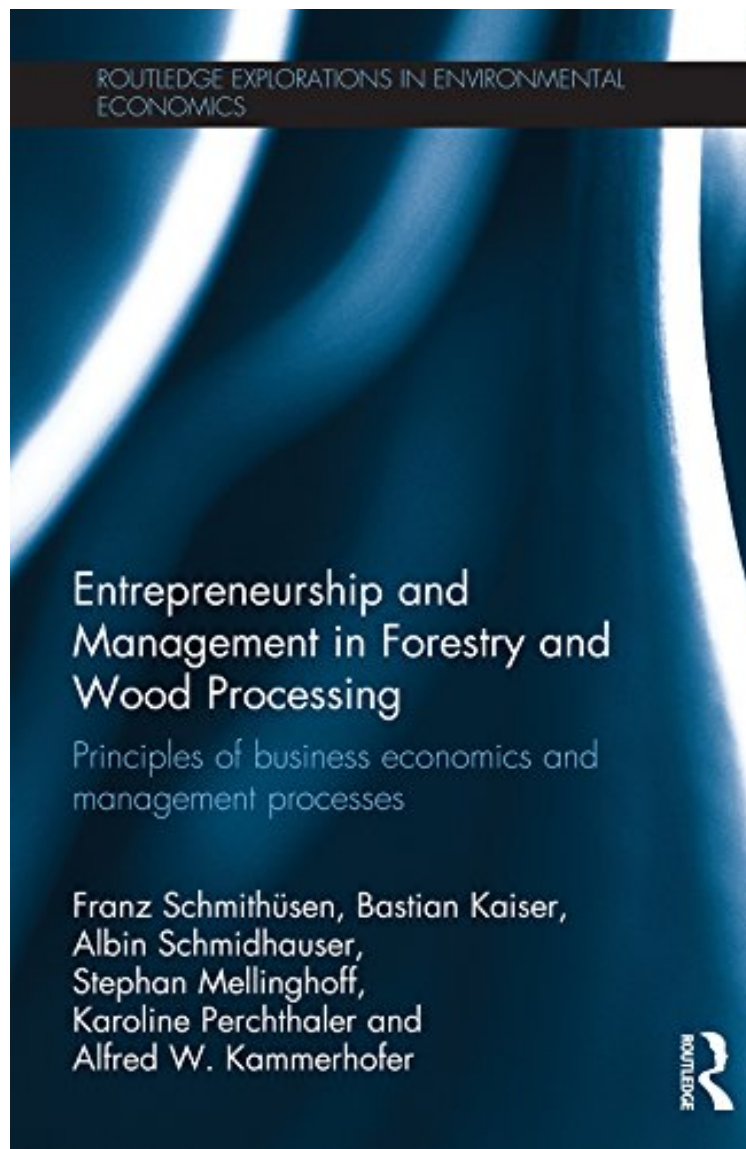


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Entrepreneurship and Management in Forestry and Wood Processing: Principles of Business Economics and Management Processes (Routledge Explorations in Environmental Economics)

Franz Schmithüsen, Bastian Kaiser, Albin Schmidhauser, Stephan Mellinghoff, Karoline Perchthaler, Alfred W. Kammerhofer

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purchasing it in order to gauge whether or not it would be worth my time, and all praised *Entrepreneurship and Management in Forestry and Wood Processing: Principles of Business Economics and Management Processes* (Routledge Explorations in Environmental Economics):

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.

About the Author Franz Schmithüsen is Professor Emeritus at the Swiss Federal Institute of Technology (ETH) in Zurich. Bastian Kaiser is Professor for Applied Economics and since 2001 Rector of the University of Applied Forest Sciences Rottenburg, Germany. Albin Schmidhauser is at the Luzern Canton Office for Agriculture, Switzerland. Stephan Mellinghoff is collaborator in the concern strategy of Schott AC in Mainz. Karoline Perchthaler recently completed an MBA Institut für Wertewirtschaft Wien. Alfred W. Kammerhofer is deputy section chief of the Forest and Timber Industry Section in the Federal Office for Environment in Berne, Switzerland. nbsp; nbsp;