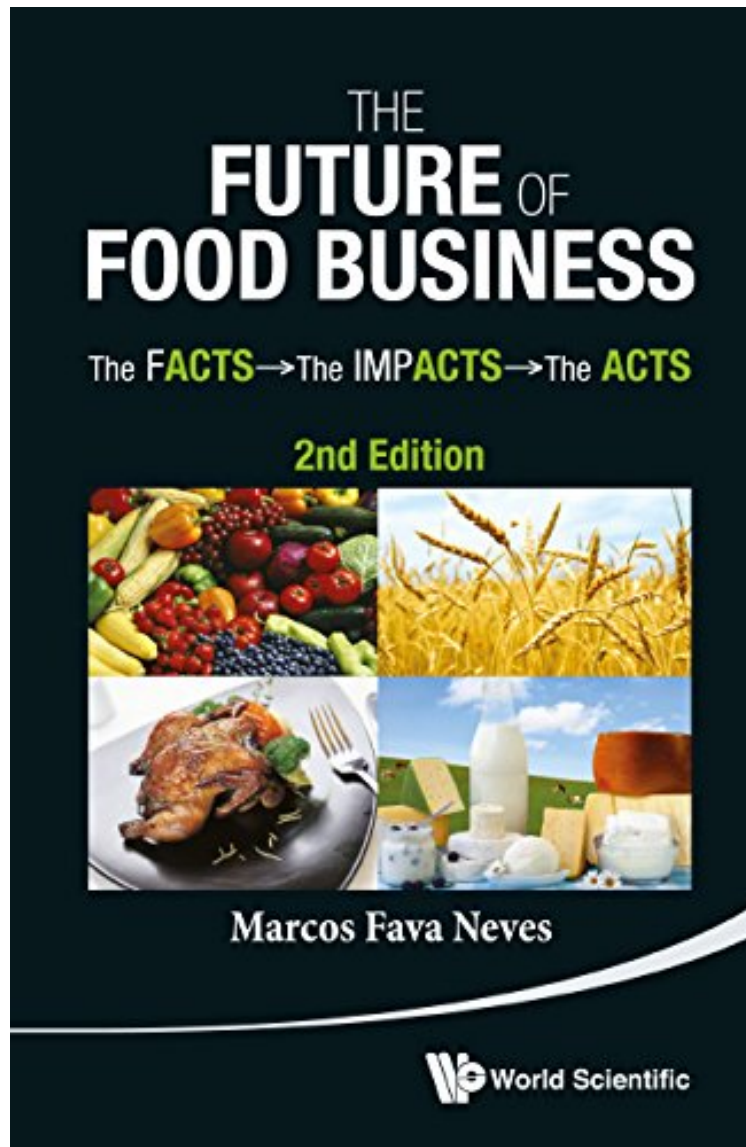


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Marcos Fava Neves

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Marcos Fava Neves : The Future of Food Business:The Facts, The Impacts and The Acts before purchasing it in order to gage whether or not it would be worth my time, and all praised The Future of Food Business:The Facts, The Impacts and The Acts:

The Second Edition of The Future of Food Business: The Facts, The Impacts and The Acts is an updated collection of thoughtful articles previously published in leading newspapers around the world based on the author's practical life as

international project leader, consultant, businessman, academic professor and world traveller. These articles focus on global food and agribusiness environment, food production trends, the structure of food chains as well as new concepts and ideas on how to increase competitiveness of food companies to create, capture and share value within the global food and agricultural sectors. This book also includes practical methods and smart tools that can be used by companies to facilitate their strategic planning and thinking processes, demand-driven orientation, supply chain organization, marketing channels re-structure and mostly, how to create, capture and share value in innovative market strategies. It is designed to be an easy-to-read business book with short chapters, discussion questions and group exercises. Receiving more than 20 positive endorsements from CEOs, the book is a must-read for entrepreneurs, researchers, executives and students who are active in the world's food business. Readership: Students and researchers of agribusiness and marketing courses; business professionals; environmentalists; and general public interested in food chain.

"Professor Neves' knowledge and insights on the complexity of food chains is impressive. Food safety crisis is never such a big challenge to the stakeholders of the food chain in China, especially to the government authorities of various levels and agribusiness companies. The Future of Food Business is a valuable tool for them as well as the researchers to find practical solutions to address the tough food safety and quality problems in China." -- Jiqin Han, Professor of Nanjing Agricultural University, China "With an ever growing population and limited natural resources, The Future of Food Business is an extremely valuable resource for anyone interested in understanding the dynamics of the food supply chain, and what the future of food business holds, particularly at a time when we find ourselves grappling with critical issues which will have a lasting impact on natural resources, the entire food system and how it is governed." -- Adil K Sattar, Executive Director, KN's, Pakistan "Marcos develops creative ideas based on facts that are likely to contribute to the shaping of the food sector over the next ten years. His visions are accompanied by innovating tools very helpful for entrepreneurs, young managers and government officials by doing their strategic planning in the food sector. I fully share the epilogue of his book where he outlines the importance and the characteristics of managers that 'make it happen'." -- Hans Peter Baier, COB, Bongrain/Polenghi, South America "In less than 35 years, Africa's population will double to two billion people, approximately 25% of the global population then. Large areas are richly endowed with land and water, yet Africa remains a net importer of food. Professor Marcos Fava Neves, a very good friend of South Africa and Africa, has again shown, through The Future of Food Business, the way to develop globally competitive value chains that provide sustainable food security solutions and growth for the sector." -- John Purchase, CEO, Agribusiness, Chamber, South Africa "I bought the book The Future of Food Business, from Kinokuniya in Singapore. It was a very unusual literature I ever came across on a book stand and bought it immediately after glancing once. I'm in the aquaculture segment operating in Singapore, and found this book very useful for my business future planning. It opened a wider perspective of my business and truly contributed in mapping my business operation and strategic plan." -- Frank Tan, Marine Life Aquaculture Pte Ltd, Singapore "Considering all the macro-environmental changes that are affecting food companies and agribusiness, Prof. Dr Marcos Fava shows us in a simple and clear way, what are the trends and impacts of this market in the future, and presents solutions, studies and new methods to elaborate an effective Strategic Plan. The Future of Food Business is required reading for students, agribusiness professionals and entrepreneurs." -- Liza Rocha, Account Manager at Natural Design, Brazil "Marcos Fava Neves is a novel professor who tries to understand why some players apply certain strategies, move in different directions or work with several companies. His insights in this new book are the result of the study of food and agribusiness at theoretical and practical levels. He provides many examples and cases with strong theoretical support leveraged with his experiences as advisor of companies, networks, chains and clusters in Brazil, Argentina, Uruguay, and the US among other countries. As a result, Professor Fava Neves' book, a must-read for students as well as for entrepreneurs, has the makings of a best seller." -- Sebastian Senesi and Hernan Palau, Professors at University of Buenos Aires, Argentina "The challenge that we have to feed the world in the next fifty years is enormous. I am very pleased that Dr Marcos Fava is making the effort to enlighten those people not working in agriculture so that they have a better understanding of the magnitude of the efforts that are needed for us to be successful." -- Jerry Moye, President of Cobb, Vantress International, USA "This book provides an answer to the future of food business challenges. Really, we are living in a time when the world is more connected, and equally the challenges are more complicated as never before, furthermore society, environment and economics are interconnected more. Within this view, Marcos Fava Neves presents solutions and our future thinking to address the problems in simple and innovative manner with scientific discoveries. In addition, this book is very informative in how to fill the gaps in the world's demand for food and society responsibility during this uncertain and volatile food market. Thank you for showing us the facts, the impacts and how to act ..." -- Mogos Yakob Teweldemedhin, Professor at University Polytechnic of Namibia, Africa "Marcos Fava Neves has written a very intelligent book providing both expert as well as the general public stimulating insights into the intricacies of the global food business. In view of its complexities and challenges this book is a must-read." -- Guy Kempfert, Director, Syngenta Basel, Switzerland s from the First Edition: "Marcos Fava Neves describes the very complex global food chain and suggests methods and tools that can be used by companies to adjust their

strategies and operational concepts in an ever rapid changing world. He discusses trends, world food crises, food chain complexity and strategic planning for food companies. It is an essential read for entrepreneurs and researchers who are active in the worldwide food chain network." -- Hans Johr, Corporate Head of Agriculture, Nestle Switzerland "The Future of Food Business presents a comprehensive look at our challenges in food chain, combining theory with relevant examples in this space. This should be mandatory for all students and professionals that work in agribusiness." -- Renato Seraphim, Business Development, Bayer Latin, America "I think the research and analysis done by Dr Fava Neves leading to a rather conclusive strategy is a good reflection of his deep insight into the food value chain. The presentation style in the book makes for easy reading too." -- M D Ramesh, CEO of OLAM Africa "The Future of Food Business is an easy-to-read book. Each chapter presents an important issue and ends with intriguing questions for debate, which makes it particularly useful in strategic planning processes. Highly recommended." -- Mary Shelman, Director of Harvard Business School, USA "The path forward to 2050 requires new innovative thought leaders in order to meet the challenges of increased food production for a growing and affluent global population. Dr Fava Neves motivates readers to rethink how business gets done on frontlines." -- Paul Jasper, CEO, Covered Logistics and Transportation, USA "Marcos' book elucidates the impending food challenge that will be a central concern for most governments in the immediate future; he puts forth innovative practical solutions to address the issue. The book is a must read for not only concerned people in the public and private enterprises but responsible citizenry all over the world. The book should be part of reference reading for most college graduates to create an awareness about the issues as they are impacted most by the food crisis." -- Raj Vardhan, Vice President, OLAM International, China "I had the opportunity to actively participate in a one day seminar of Professor Marcos Fava Neves in Saint Louis, USA, where the content of the book was presented and discussed. I am amazed about the knowledge the author has about the food industry." -- G B Sundarajan, Suguna Foods Limited, India "Marcos is a profound analyst of global food and agribusiness issues. He has a great vision, youth behavior and sagacity to understand complex environment and translate in a simple message." -- Gustavo Grobocopatel, CEO of Los Grobo, Argentina "Food used to be a day-to-day task to provide for it and it is very close to everybody's imagination. However, today's society is characterized by individuals who are regarded to be a food expert but it takes people like Dr. Marcos Fava Neves who not only explains today's food supply and puts food into a global perspective but also challenges tomorrows needs and requirements. All with an open mindset and in a stimulating and inviting style. I suggest you join and become a knowledgeable food entrepreneur as well." -- Marc van Genuchten, Commercial Director, Continental Juice/Centrale, The Netherlands

From the Inside Flap

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About the Author

Marcos Fava Neves is Professor of Planning and Strategy at the FEA-RP School of Business, University of Sao Paulo, Brazil; Visiting Professor at Purdue University, USA. As international expert in the field of global agribusiness, Dr Fava Neves is specialized in strategic planning processes for companies and food production chains. He is a Board Member of public and private organizations in Brazil and other countries. In 2004, he created the Markestrat Think-tank Group that handles international projects, studies and research in strategic planning and management for more than 100 organizations. He has published 70 papers in international journals and has authored and edited 30 books published in Brazil, England, USA, The Netherlands, Argentina, Uruguay, South Africa and China. He contributes regularly to the China Daily and other newspapers and has written two case studies for Harvard Business School, in 2009 and 2010. He has given more than 700 presentations in 20 countries around the world.