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Pesticides and agriculture

Profit, politics and policy

Dave Watson



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About the book

Pesticides have played a critical but sometimes controversial role in the development of agriculture. This book provides an authoritative account of the development of the modern pesticides industry. It discusses the emergence of major pesticide companies and their competitive strategies such as product development, mergers/acquisitions and diversification.

Individual company strategies are placed in the context of broader developments in agriculture which have driven the evolution of the industry. It also reviews how companies have responded to changing national and international policy towards the role of pesticides in agriculture and efforts to regulate their use.

This book will be a standard reference on understanding the growth structure, dynamics and major players in a hugely-important and influential sector. It will appeal to policy makers and researchers in crop protection as well as financial and investment analysts focussed on agriculture, including all those interested in the development and future of modern agriculture.

KEY FEATURES:

- Discusses the competitive strategies of the major pesticide companies
- Identifies the main forces driving the pesticides industry
- Explains the evolution of the pesticide industry as a context for understanding its future development

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About the author

Dr Dave Watson is a leading authority on sustainable development and optimising value chains in agriculture. He has taught courses on sustainable development for the University of Hull (UK), as well as managing research and development programmes for the International Livestock Research Institute (ILRI), the International Institute of Tropical Agriculture (IITA) and the International Maize and Wheat Improvement Center (CIMMYT) in Mexico. Dr Watson is editor of the two-volume *Achieving sustainable cultivation of maize*, also published by Burleigh Dodds Science Publishing.



Pesticides and agriculture

Available in print and digital formats:

ISBN - print 978-1-78676-276-4

Pages 418

Pub. Date August 2018

Price £190/\$245/€230/C\$325

Series No AS67

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