Coffee Consumption and Industry Strategies in Brazil

Edited by Luciana Florêncio de Almeida and Eduardo Eugênio Spers
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COFFEE CONSUMPTION AND INDUSTRY STRATEGIES IN BRAZIL
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Provides an overview of the coffee sector, placing special emphasis on marketing strategies and consumer behavior in Brazil.

*Coffee Consumption and Industry Strategies in Brazil,* the latest release in the Consumer Science and Strategic Marketing series, provides an overview of the coffee sector, focusing on marketing strategies, consumer behavior, and strategies for transforming coffee consumption, production, and retailing. The book presents the importance of an academician-practitioner perspective to bridge the gap between scholars and managers, and between business schools and the entrepreneurial world.

Appropriate for researchers in the fields of food retail and production, food marketing, consumer behavior, consumer science, agribusiness marketing and strategy, and food industry strategy; undergraduate and postgraduate students studying marketing, consumer behavior, strategy, and agribusiness marketing and strategy; practitioners in the food industry; marketing managers; and marketing and strategy consultants, this book is a must-read for those contributing to the coffee industry.

This book:
- Presents strategies for transforming coffee consumption, production, and retailing
- Addresses market outlook, factors, and trends
- Outlines coffee industry strategies through business cases that highlight innovative practices
- Discusses and presents the role of certification in the coffee-producing strategy and retailing
- Analyzes the coffee waves and the impact of specialty coffee at the consumption and retail levels
- Studies the role of retail and the consumer

About the Editors

Luciana Florêncio de Almeida is a professor at ESPM in São Paulo, Brazil, researcher at PENSA-USP-FIA (Agribusiness Studies Center), and leader at the Agrifood and Franchising Research Center.

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