Title of Article: Essentials of Agricultural Marketing and Trade in Nigeria, Lagos:

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Abstract: This book is an attempt to provide students of Marketing and the Social Sciences in general with an accessible introductory text on the basic concepts and issues in Marketing and Economics in relation to a major segment of the Nigerian economy – the agricultural sector. It aims to make the student have a firm grasp of the economic and marketing forces influencing the decisions of producers and consumers of food and fiber products.