

## The orange juice business : a Brazilian persepective

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### Abstrak

By reading this book, business people, academics and chain practitioners have an opportunity to understand this chain. and can analyse all of its numbers and economics and exercise strategy building. This is needed since the orange juice market is a stable market in the world, growing only 1% per year, and the production costs of this chain are rising fast, due to structural changes faced by world food and agribusiness companies i.e. labour costs, energy costs, land costs, environmental costs and others.