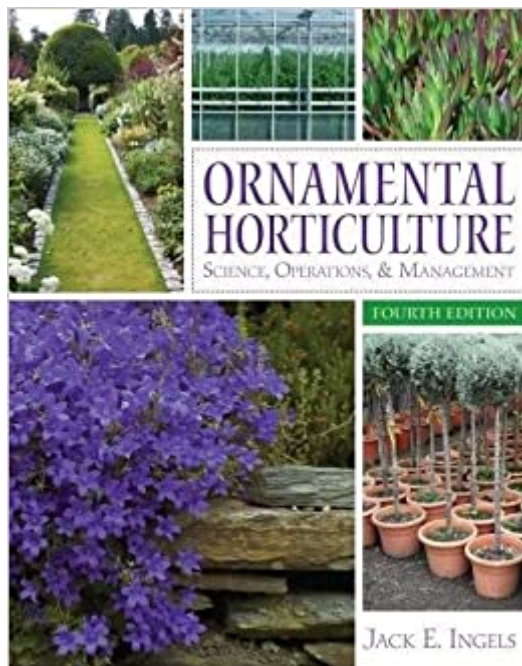


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Ornamental Horticulture



Synopsis

ORNAMENTAL HORTICULTURE: SCIENCE, OPERATIONS, AND MANAGEMENT, 4E is an ideal introduction, for both hobbyists and professionals to the art and science of ornamental horticulture. This comprehensive book provides a balanced coverage of all the diverse elements integral to this exciting field. ORNAMENTAL HORTICULTURE, 4E offers readers a realistic view of the required business skills and the opportunities to develop creativity. This book will prepare readers to succeed in this growing industry.

Book Information

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Relations: Personnel Management and Customer Sales. 24. Business Communications. 25. Recordkeeping, Pricing, and Determining Price. 26. Ornamental Horticulture in the Age of Technology. 27. Total Quality Management.

Jack E. Ingels is a distinguished professor in the department of plant science at the State University of New York at Cobleskill. He is a member of the Associated Landscape Contractors of America and was named by Lawn and Landscape magazine one of the top ten landscape educators in America. Mr. Ingles has written numerous publications about ornamental horticulture.

This book has served me well in my college classes and I have used it since then and probably will use it later this summer in the growing season. It is very good for learning the basic biology of plants and it gives advice on how to start a greenhouse business and details the fundamentals of business management. Definitely a good book for anyone that is interested in plants.

Yes thank you

Perfect condition! Like it was brand new! Recommend

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