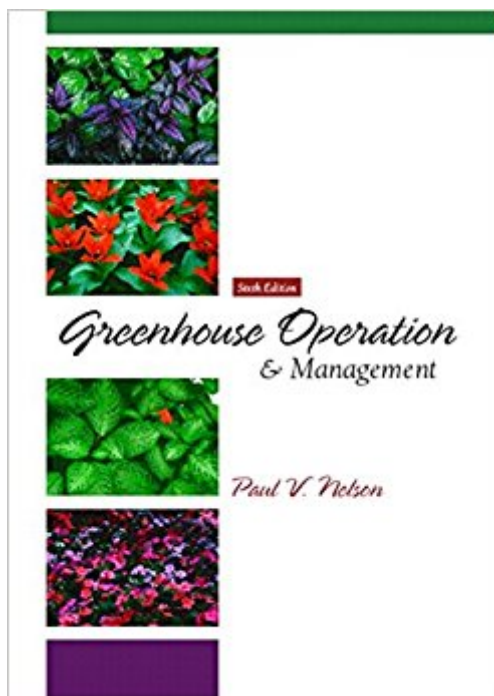


The book was found

Greenhouse Operation And Management (6th Edition)



Synopsis

Based on the author's life-long practical experiences both in the industry and in research, this best-selling, state-of-the-art guide to the operation of commercial flower and vegetable greenhouses presents coverage in the order in which decision-making concerns occur. Exceptionally comprehensive—yet accessible—it provides detailed, step-by-step instructions in layman's terms for ALL aspects of the business—from the physical facilities, to the day-to-day operations, to business management and marketing. Specific chapter topics cover greenhouse construction, heating, and cooling; environmental control systems; root substrate; root substrate pasteurization; watering; fertilization; alternative cropping system; carbon dioxide fertilization; light and temperature; chemical growth regulation; insect control; disease control; postproduction quality; marketing; and business management. For individuals entering the greenhouse business.

Book Information

Paperback: 692 pages

Publisher: Pearson; 6 edition (September 29, 2002)

Language: English

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Product Dimensions: 7 x 1.4 x 9.2 inches

Shipping Weight: 2.6 pounds

Average Customer Review: 3.7 out of 5 stars 13 customer reviews

Best Sellers Rank: #262,706 in Books (See Top 100 in Books) #40 in Books > Crafts, Hobbies & Home > Gardening & Landscape Design > Greenhouses #136 in Books > Science & Math > Biological Sciences > Plants > Flowers #191 in Books > Textbooks > Business & Finance > Entrepreneurship

Customer Reviews

Providing detailed instructions in layman's terms, this best-selling text gives excellent coverage of the operation of commercial flower and vegetable greenhouses. --This text refers to an out of print or unavailable edition of this title.

Revised, expanded, and updated, Greenhouse Operation and Management continues to be the most thorough and inclusive greenhouse management text on the market. A wealth of new graphs

and charts clearly illustrate new sections on floriculture as well as the expanded sections on production and marketing opportunities in the greenhouse industry. Featuring the same in-depth coverage that has made previous editions of Greenhouse Operation and Management noteworthy, this remarkable text maintains its unique blend of modern industry trends and pragmatic business perspectives. New to this edition: Substantially revised sections on floriculture production and marketing A reference of careers in the greenhouse industry Numerous original photographs as well as completely new graphs and charts An updated chapter on "Marketing" reflecting current market developments Expanded information on the social and environmental movements within the floriculture trade

A bit dated, but still relevant!

very educational

This book pretty much teaches you everything you would ever want to know about indoor horticulture. The only drawback is that it was published in 2003, so some of the computer-related technical sections are probably a bit out of date. In any case, a great book for learning about greenhouse technology and other considerations for indoor growing.

Packed with all the information needed to start a greenhouse business, but should have bought seventh edition after learning that multiple charts and graphs have been updated to reflect the change in economy.

I wanted to review this book to help me select a textbook for my college class. This was a great value and arrived on time...As a used book it was better than represented! Scott

You can follow this in a 2015 class the book is pretty much the same!

very informative, a must for anyone wanting to own or operate a greenhouse

The book was just what I needed, Thanks will come back for more products from, ordering from has saved a lot of money.

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