



International Food and Agribusiness Management Review
Volume 10, Issue 1, 2007

Table of Contents

RESEARCH

Growth-related Measures of Brand Equity Elasticity for Food Firms

Thomas L. Sporleder and Juan Liu.p. 1

Consumer Reaction to Beef Safety Scores

Sayed H. Saghaian and Michael R. Reed.....p. 18

An Evaluation of Customer Relationship Management (CRM)

Practices among Agribusiness Firms *Antonio Torres, Jr., Jay T. Akridge,
Allan Gray, Michael Boehlje and Richard Widdows..... p. 36*

An Empirical Analysis of the Determinants of Success of Food and Agribusiness E-Commerce Firms

Fernando Montealegre , Sarahelen Thompson, and James S. Eales.....p. 61

The Canadian Dairy Commission: an empirical survey on its relevance in today's civil society

Sylvain Charlebois , Wolfgang Langenbacher, and Robert D. Tamilia.....p. 81

CASE STUDIES

Strategic Marketing Decisions for Organic Agricultural Producers

Jon C. Phillips and H. Christopher Peterson.....p. 100