

New book for agribusiness practice



Prof.Dr.Hallier introduced the draft of his new book **“From Crisis to Competence”** where in chapter 2 co-authors are among others:

- Paul Coenen/VLAM
- Dr. Giesen – Westfleisch: Constant Improvement
- Dr. Haber/BASF: Complexity of Benchmarking in Agriculture
- Daniel Martini/KTBL: Technical problems of EU-Transparency
- Dr. Moeller: From EUREPGAP to GlobalGAP
- Dr. Nienhoff: Ten years QS
- Siegfried Rath/Austria: Regional/ National Branding
- Prof. Dr. Schiefer: Transparency
- Prof.Sjaak Wolfert/Dr. Cor Verdouw: EU: SmartAgriFood - Future Internet for Safe and Healthy Food from Farm to Fork