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Changing The Food Game | Taylor & Francis Group Strategic consultancy NewForesight, founded by author Lucas Simons, drives the sustainable market transformations discussed in Changing the Food Game. NewForesight has contributed to sustainable market transformations in agricultural sectors such as coffee, cocoa, sugar cane, floriculture, aquaculture and cotton.

Change the Food Game | Changing The Food Game CHANGING THE FOOD GAME Market Transformation Strategies for Sustainable Agriculture. By 2050, the world ' s population is estimated to grow to 10 billion. To feed everyone, we will have to double our food production, and produce more food in the next 40 years than in the last 6,000 years combined. Changing the Food Game shows how our present ...

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Changing The Food Game | Changing The Food Game Changing the Food Game: Market Transformation Strategies for Sustainable Agriculture By: Lucas Simons published: November, 2014: Amazon.co.uk: Lucas Simons: Books

Changing the Food Game: Market Transformation Strategies ... Market transformation all means collectively working towards a higher level of connectedness between actors that in turn leads to a higher level of "connectability" within the system. The transformation curve model is meant to make sense of complex realities, to find patterns of behavior, to predict the next steps, and to suggest intervention strategies that can accelerate change.

Phases of market transformation | Changing the Food Game ... The book " Changing the food game: market transformation strategies for sustainable agriculture ", written by Lucas Simons, discusses how markets can be changed to support a sustainable food system. Chapter topics include how food production impacts the world, market failures, and phases of market transformation.

Food Climate Research Network (FCRN) | Knowledge for ... Buy Changing the Food Game: Market Transformation Strategies for Sustainable Agriculture Paperback / softback by Simons Lucas ISBN: 9781783532308

Changing the Food Game: Market Transformation Strategies ... Changing the Food Game shows how our unsustainable food production system cannot support this growth. In this prescient book, Lucas Simons argues that the biggest challenge for our generation can only be solved by effective market transformation to achieve sustainable agriculture and food production.

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By 2050, the world's population is estimated to grow to 10 billion. To feed everyone, we will have to double our food production, to produce more food in the next 40 years than in the whole of the last 6,000. Changing the Food Game shows how our unsustainable food production system cannot support this growth. In this prescient book, Lucas Simons argues that the biggest challenge for our generation can only be solved by effective market transformation to achieve sustainable agriculture and food production. Lucas Simons explains clearly how we have created a production and trading system that is inherently unsustainable. But he also demonstrates that we have reason to be hopeful - from a sustainability race in the cocoa industry to examples of market transformation taking place in palm oil, timber, and sugarcane production. He also poses the question: where next? Provocative and eye-opening, Changing the Food Game uncovers the real story of how our food makes it on to our plates and presents a game-changing solution to revolutionize the industry.

We are at the beginning of the sustainability era. The biggest challenge of our generation is to reach the Sustainable Development Goals. For this we must be willing to understand and change the root causes that create these challenges in the first place. The system itself needs to change. But how to do that? This ground-breaking book Changing the Gamereveals the missing insights and strategies to actually achieve systems change. The authors Lucas Simons and Andr e Nijhof bring decades of real life and academic experience and state that the most of the sustainability challenges are actually caused by the same system failures, every time. Therefore the way to accelerate and manage systems change is also similar every time. If you know how to look and how to act. The theory of sustainable market transformation and system change is described in a compelling and easy to understand eight steps approach and applied in eight different sectors. The authors, together with respected sector experts, describe the drivers, triggers, dominant thinking in each of these sectors and the needed strategies to move towards higher levels of sustainability. Warning! Reading this book comes with two important risks. First, the theories and models in this book are powerful and will cause you to never read the newspaper in the same way again as your view on the world will change. Second, if you decide to apply these insights and way of thinking in your area, you will be able to significantly contribute to solving some of the biggest challenges of our generation. You will be a change maker. This book is highly accessible and engaging, the book is perfect for use by professionals, leaders and students for understanding how to move markets to a more sustainable future.

Many issues in food and agriculture are portrayed as increasingly polarized. These include industrial vs. sustainable agriculture, conventional vs. organic production methods, and global vs. local food sourcing, to name only three. This book addresses the origins, validity, consequences, and potential resolution of these and other divergences. Political and legal actions have resulted in significant monetary and psycho-social costs for groups on both sides of these divides. Rhetoric on many issues has caused misinformation and confusion among consumers, who are unsure about the impact of their food choices on nutrition, health, the environment, animal welfare, and hunger. In some cases distrust has intensified to embitterment on both sides of many issues, and even to violence. The book uses economic principles to help readers better understand the divisiveness that prevails in the agricultural production, food processing and food retailing industries. The authors propose solutions to promote resolution and depolarization between advocates with seemingly irreconcilable differences. A multifaceted, diverse, but targeted approach to food production and consumption is suggested to promote social well-being, and reduce or eliminate misinformation, anxiety, transaction costs and hunger.

Trump University Marketing 101 combines the biggest name in business with the 40-year teaching experience of one of the most well-known marketing thinkers in academia. Without an MBA in marketing, how can today ' s entrepreneurs and business owners stay on top of what ' s happening in marketing? How can they find the best new ideas and avoid those tactics that don ' t work or just lead to trouble? Trump University Marketing 101 presents all the basics of a marketing MBA. Each chapter focuses on one key marketing idea and explores it in a straightforward, non-academic manner with exercises and examples that show the idea in action. But more than basic instruction, Sexton also includes his own methodologies for making vital marketing decisions – the same methodologies major corporations pay top-dollar to have him teach their employees. Don Sexton is Professor of Business at Columbia University and principle of The Arrow Group, Ltd.®, a marketing consulting and training firm whose clients have included GE, Citigroup, IBM, and Pfizer, among many others. He has taught at Columbia for more than 35 years, is a recipient of the Business School ' s Distinguished Teaching Award, and has written numerous articles on marketing and branding issues. He is often quoted in prominent media such as The New York Times, Business Week, and Beijing ' s China Economic Daily.

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The video game industry has been one of the fastest-growing cultural phenomena of our times with market conditions that demand a specific skill set from its marketers. To a new generation of "indie gamers", being a game developer isn ' t just about design and production, a successful video game demands entrepreneurial skills and astute business acumen. The creators need to know what their customers want, how to reach those customers and how to sell to them. Video Game Marketing: A student textbook is for development students or aspiring developers who want to know how to promote and sell the results of their efforts. This book is a much-needed guide to: • the essentials of marketing strategy; • video games as products or services; • marketing research for game development; • branding video games; • marketing through game: gamification, advergames. Replete with pedagogy to aid learning such as objectives and discussion questions for each chapter, this book is all that aspiring video game developers will need to unleash the potential of their games.

Future Foods: Global Trends, Opportunities, and Sustainability Challenges highlights trends and sustainability challenges along the entire agri-food supply chain. Using an interdisciplinary approach, this book addresses innovations, technological developments, state-of-the-art based research, value chain analysis, and a summary of future sustainability challenges. The book is written for food scientists, researchers, engineers, producers, and policy makers and will be a welcomed reference. Provides practical solutions for overcoming recurring sustainability challenges along the entire agri-food supply chain Highlights potential industrial opportunities and supports circular economy concepts Proposes novel concepts to address various sustainability challenges that can affect and have an impact on the future generations

This important and timely book provides an overview of climate change and highlights the importance of including climate change education in primary schools. It emphasises the importance of cross-curricular pedagogical approaches with a focus on climate justice, providing in-depth assistance for teaching children aged 3 – 13 years. Informed by up to date research, the book helps teachers to remain faithful to climate change science whilst not overwhelming children. Accompanied by online resoures, this book includes practical and easy to follow ideas and lesson plans that will help teachers to include climate change education in their classrooms in a holistic, cross-curricular manner. Specific chapters address the following topics: • Inter-disciplinary approaches to climate change • Early childhood education • Pedagogies of hope • The importance of reflective practice • Ideas for including climate change education in curricular areas such as literacy, geography, science, history and the arts Designed to promote climate change education in primary schools, this resource will help primary teachers, student teachers, geography specialists and all those interested in climate change education develop their own conceptual knowledge and that of the children in their class.

This book draws on world-wide experiences and valuable lessons to highlight community-ecosystem interactions and the role of traditional knowledge in sustaining biocultural resources through community-based adaptations. The book targets different audiences including researchers working on human-environment interactions and climate adaptation practices, biodiversity conservators, non-government organizations and policy makers involved in revitalizing traditional foods and community-based conservation and adaptation in diverse ecosystems. This volume is also a source book for educators advocating for and collaborating with indigenous and local peoples to promote location-specific adaptations to overcome the impacts of multiple biotic and abiotic stresses. Note: T&F does not sell or distribute the hardback in India, Pakistan, Nepal, Bhutan, Bangladesh and Sri Lanka. This title is co-published with NIPA.

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