



UNIVERSITY OF DELAWARE
College of Agriculture & Natural Resources

Garden Center management resources available

1. Nursery and Garden Center Management: A Teaching Manual, 3rd Edition

This is a manual for use in teaching nursery and garden center management to college students. For each of 17 chapters, the manual includes a fill-in-the-blank outline of class notes, and a collection of reprinted articles from trade journals. The manual covers topics pertinent to managing a nursery or garden center. Production practices are not covered. The following chapters are included.

Industry Facts	Consumer Trends	Money Management
Establishing a Business	Merchandising	Business Management
Financing a Business	Advertising	Leadership
Selecting a Site	Signs	Personnel
Layout Design	Display	Sales Skills
Market Analysis	Pricing	

Manual is shrink wrapped and 3 hole punched

Cost for manual: \$64.50 – plus shipping

2. Teaching Guide

In the teaching guide, the fill-in-the-blank outline of class notes is completed with typed text derived from the articles in each chapter. It serves as a summary of the trade journal articles for each topic. Guide is shrink wrapped and 3-hole punched.

Cost for Teaching Guide: \$25.00 – plus

3. Garden Center Management: A Basic Guide

This publication is designed to put the basic facts needed to start or continue operating a garden center right at your fingertips. Twenty subject areas are covered including marketing, display, personnel business management and many more.

Cost for Basic Guide: \$7.00 – plus

*Our return policy for unused Nursery and Garden Center Management books is \$5.00 per book
(Delivery & return postage for all books to be paid for by customer)
(Quantity discounts are available for large orders)*

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