Garden Center management resources available

   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
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