

Case Studies in Agribusiness: An Interview with Ray Goldberg

T. Grandon Gill
University of South Florida, Tampa, FL, USA

grandon@usf.edu

Abstract

Agribusiness refers to the collection global systems involved in the production, distribution and consumption of food and fiber. Since the term was first coined by Harvard Business School (HBS) professors Ray Goldberg and John Davis in the 1950s, case studies have played a pivotal role in the development of the field.

In this interview with Ray Goldberg, the impact of case studies on agribusiness thought and education are discussed. Highlights include how cases have: served to define the field as an area of research, provided a means of communications between researchers and practicing executives, fostered communication between executives participating in different parts of the overall systems and, most importantly, helped students to acquire a grasp of the complex relationships between agricultural products, trade, technology and public policy.

Keywords: case study, agribusiness

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