



Membership Relations of Cooperative Associations: Fluid Milk (Classic Reprint) (Paperback)

By James Wiley Jones

Forgotten Books, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Excerpt from Membership Relations of Cooperative Associations: Fluid Milk To assist officers and managers of cooperative associations in solving their problems of membership relations, the Division of Cooperative Marketing has undertaken a series of studies, each of which was intended to include members belonging to a single commodity group or to closely related groups. The purpose of each of these studies is to find out the attitude of farmers toward the cooperative association operating in that region, to discover their appreciation of the services rendered by the cooperative, their reasons for having or not having membership in the cooperative. The causes of any dissatisfaction they may have with their organization, their understanding of economic principles underlying prices and marketing, and the methods used by the associations to lead the thinking of producers in their respective areas. The important factors in membership relations are what the producers think are the facts regarding their association and their understanding of the marketing problems. The logical point of attack in building membership morale would seem to be the incorrect ideas now held by producers in...



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