

Marketing Survey of New Haven: Conducted for the Town and City Improvement Committee of the New Haven Chamber of Commerce (Classic Reprint) (Hardback)



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Reviews




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Forgotten Books, 2017. Hardback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Excerpt from Marketing Survey of New Haven: Conducted for the Town and City Improvement Committee of the New Haven Chamber of Commerce For several years the citizens of New Haven have been dissatisfied with certain features of the marketing system of the city, and there has been constant agitation for some kind of reform. Numerous attempts have been made to bring action with respect to the organization and maintenance of a public market for farmers, but such attempts have always come to naught. One difficulty in the problem has been that the people of New Haven have not had an unanimous opinion as to just what ought to be done. Some have favored a public wholesale market for farmers; others have believed that a retail farmers market should be established; and still another group have believed that the principal need is a public retail market where spaces shall be rented to retail merchants. In view of this difference of opinion, and the need of centering on the most important phase of the problem, the Town and City Improvement Committee of the New Haven Chamber of Commerce, which has taken the matter up, decided to make a survey of marketing conditions in New Haven, for the purpose of deciding just what should be done, and with the hope that a method of procedure resulting from such an investigation would result in definite action. The results of this investigation are presented in this report. This survey of marketing methods and conditions in New Haven does not pretend to represent a complete and thorough study of the situation. Enough material has been gathered, however, to point out New Haven's principal need. As a perusal of the report...

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