



## The interest for information in agriculture in the west of ROMANIA

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Modern marketing does not refer only to creating good products and establishing attractive prices to make them affordable for consumers. Any company must develop optimum communication means both with its current customers and the potential ones, even in agriculture.

The presented data were taken by questioning a number of 110 producers from the west of Romania. The analysis of the results obtained from data processing has revealed a worrying lack on information and interest in modern communication technologies.