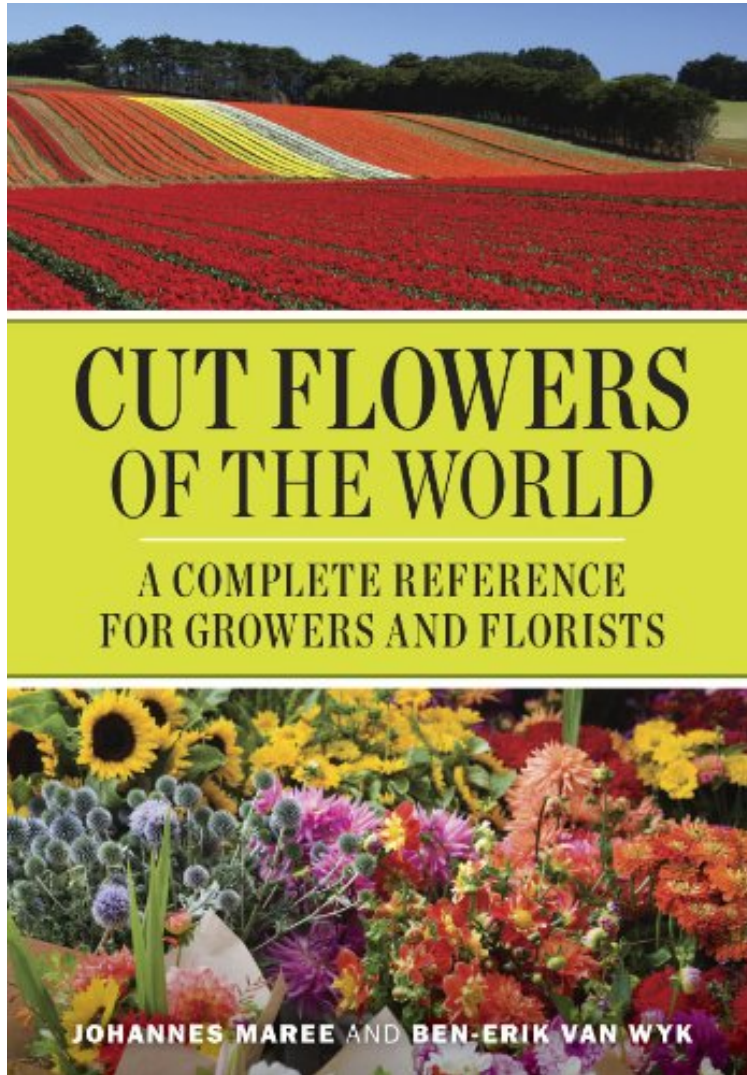


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The cut flower industry is a multibillion dollar business worldwide, yet until now there has been no well-illustrated guide to the most important plants grown for and used by florists. This carefully researched volume is filled with valuable professional information on more than 350 key flowers grown for the florist trade. Balancing subjects of interest to both growers and florists, the book includes topics such as vase life, post-harvest handling, and flower characteristics. Comprehensive and practical, this is the essential reference to the commercial flowers that are sold in florist shops every day. No florist, grower, or flower broker can afford to be without this significant work.

About the AuthorBen-Erik van Wyk is a professor of botany at the University of Johannesburg, South Africa. His research interest is in systematic botany and plant utilization.