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On the cover: Landscape pricing must be free of guesswork. Don't base your success on the toss of a coin.

COVER STORY: PRICING FOR PROFIT, AN INTRODUCTION

by Travis Phillips, Ph.D. Are you charging the "right" price for landscaping services? In part one of this two-part, in-depth article, various practical approaches to pricing are examined.

EARLY-SEASON FERTILIZATION

by Anthony J. Koski, Ph.D. Depending on desired turf quality, and amount of spring and early summer athletic activity. many situations call for spring nitrogen fertilization.

- SURVIVING IN A TROUBLED ECONOMY. PART II by Rudd McGary, Ph.D. Survival in the 1990s will depend on how well you retain current customers, rather than how well you attract new ones.
- PRE-EMERGENCE WEED CONTROL IN WARM SEASON GRASSES

W.M. Lewis, Ph.D. The degree and duration of herbicides effectiveness will vary according to the herbicide characteristics and seasonal weather conditions.

PRE-EMERGENCE WEED CONTROL IN COOL **SEASON GRASSES**

by Nick Christians, Ph.D. Annual weed control requires a sound knowledge of the grasses and weeds in question, and discriminating cultural practices.

- PGRs: LESS TIME. FEWER CLIPPINGS by Doug Oberman. Yard waste restrictions and busy mowing schedules persuade companies to add plant growth regulators to their arsenals.
- IPM: ON THE VERGE OF ACCEPTANCE? by Jack Simonds. Integrated pest management is gaining ground in some circles, as industry realizes IPM is not meant to "do away" with anything.
- **MANAGE SALT, MANAGE STRESS** by William Knoop, Ph.D. An understanding of the potential salt effect of various fertilizer materials can help the turf manager prevent fertilizer burn.

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