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Flowers are essential crops which beautify interiorscapes, outdoor landscapes and enhance human health. Floriculture is one of the fastest-growing sectors of commercial agriculture world-wide with many highly profitable crops. Such a diversity of new and domesticated flower crops is created by public and private sector flower breeders. This book provides a unique and valuable resource on the many issues and challenges facing flower breeders, as well as the industry at-large. In this volume, the first comprehensive assemblage of its kind, a team of 32 international authorities has contributed to make this book a 'must-have' reference to research and develop flower crops for the 21st century consumers. Part 1 of this book (flower breeding program issues) contains unique features of interest to horticultural professionals and students, include coverage of plant protection strategies, cultivar trialing methodology, germplasm collection/preservation, preventing invasiveness, and other timely topics. The collective body of knowledge for 24 flower crops (Part 2: Crop-specific Breeding and Genetics) represents the in-depth science and art of breeding technology available for bedding plants, flowering potted plants, cut flowers, and herbaceous perennials. Each author provides crop-specific history, evolution, biology, taxonomy, state-of-the-art breeding/genetics, classical/molecular technologies, species traits, interspecific hybridization, and directions for future development/enhancement.