

Wine Marketing Practical Guide C M Hall R Mitchell

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## Summary:

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Wine Marketing: A practical guide - GTU Wine Marketing: A practical guide xiv 6.2 Victoria Market, Melbourne. Direct selling provides an alternative distribution channel and close customer contact. 6.3 Retail choice. The customer is spoilt for choice at this specialist wine store illustrating the competitiveness of wine sales. 7.1 Restaurant and cafe. Wine Marketing: A Practical Guide by C. Michael Hall 'Wine Marketing' is a practical guide to the specific issues that affect the marketing of wine at an international level. The author covers theory and the results of research but the focus is on the nuts and bolts of marketing based on case studies. Wine Marketing: A Practical Guide: C. Michael Hall ... Whilst Wine Marketing: a practical guide also looks at theory and existing research, the main focus of this book is on the practicalities of wine marketing. Each chapter includes the following invaluable features: \* 'How to' and 'how not to' case studies based on international examples.

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Wine marketing : a practical guide (eBook, 2008) [WorldCat ... Whilst Wine Marketing: a practical guide also looks at theory and existing research, the main focus of this book is on the practicalities of wine marketing. CHAPTER 1 Introduction: A practical approach to ... Wine Marketing: A practical guide 6 market and sell wine. This chapter highlights the value of a mar-ket-driven approach to the business of wine, demonstrates the complexity of the wine distribution chain and introduces 8 Ps of wine marketing that differ quite substantially from the 4 Ps of marketing.