

Wine Practical Guide Enjoying Selection

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Summary:

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Wine Marketing: A practical guide - GTU v Contents List of Boxes vii List of Figures ix List of Tables xi List of Plates xiii Acknowledgements xv 1 Introduction: A practical approach to wine marketing 1 2 The international business environment of wine 35. Wine: A Practical Guide to Enjoying Your Selection by Jens ... Wine: A Practical Guide to Enjoying Your Selection by Jens Priewe Following the success of the author's Wine: From Grape to Glass , this new book offers a treasury of invaluable information for the contemporary wine consumer who would like to know more about caring for wine and serving it properly. 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.

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