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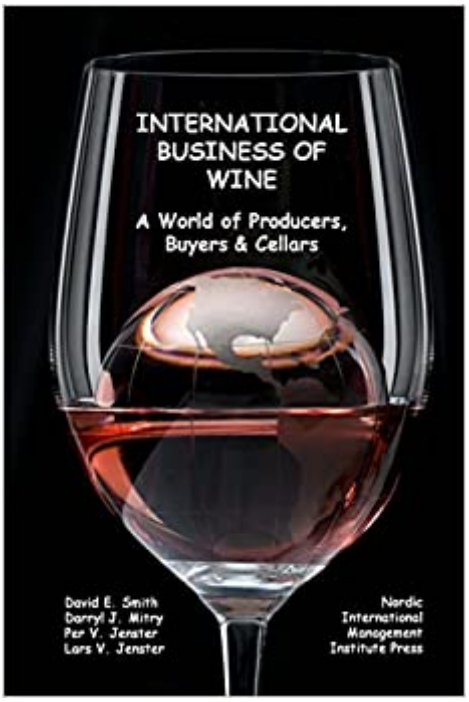
International Business Of Wine: A World Of Producers, Buyers & Cellars



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Synopsis

Numerous books have been written about the subject of wine, but this book stands out because it discusses wine and the industry in each country and region around the entire world. This book presents an intensive study of the business of the world of wine from its many countries and regions across the globe. If a reader independently attempted to obtain all this information from consultants or various reports, he would be required to spend many tens of thousands of dollars, pounds or euros. The Ã¢â ¬Å“International Business of WineÃ¢â ¬Â• describes the various activities of wine making in different regions, and illustrates the marketing of wine products with special attention to the design of successful strategies. The book contains extensive information, updated and brought forward to the present with statistics through the year 2013. The authors investigate the most influential trends that will affect the future of the industry and the types of wines that will be produced, marketed, purchased and enjoyed.

Book Information

Paperback: 210 pages

Publisher: CreateSpace Independent Publishing Platform (March 4, 2014)

Language: English

ISBN-10: 1494850907

ISBN-13: 978-1494850906

Product Dimensions: 6 x 0.5 x 9 inches

Shipping Weight: 13.3 ounces (View shipping rates and policies)

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Customer Reviews

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