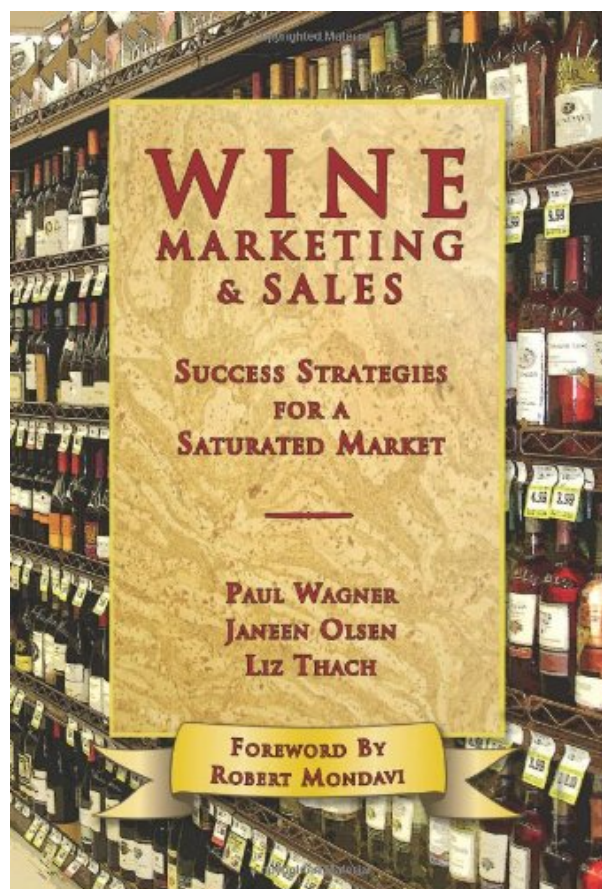
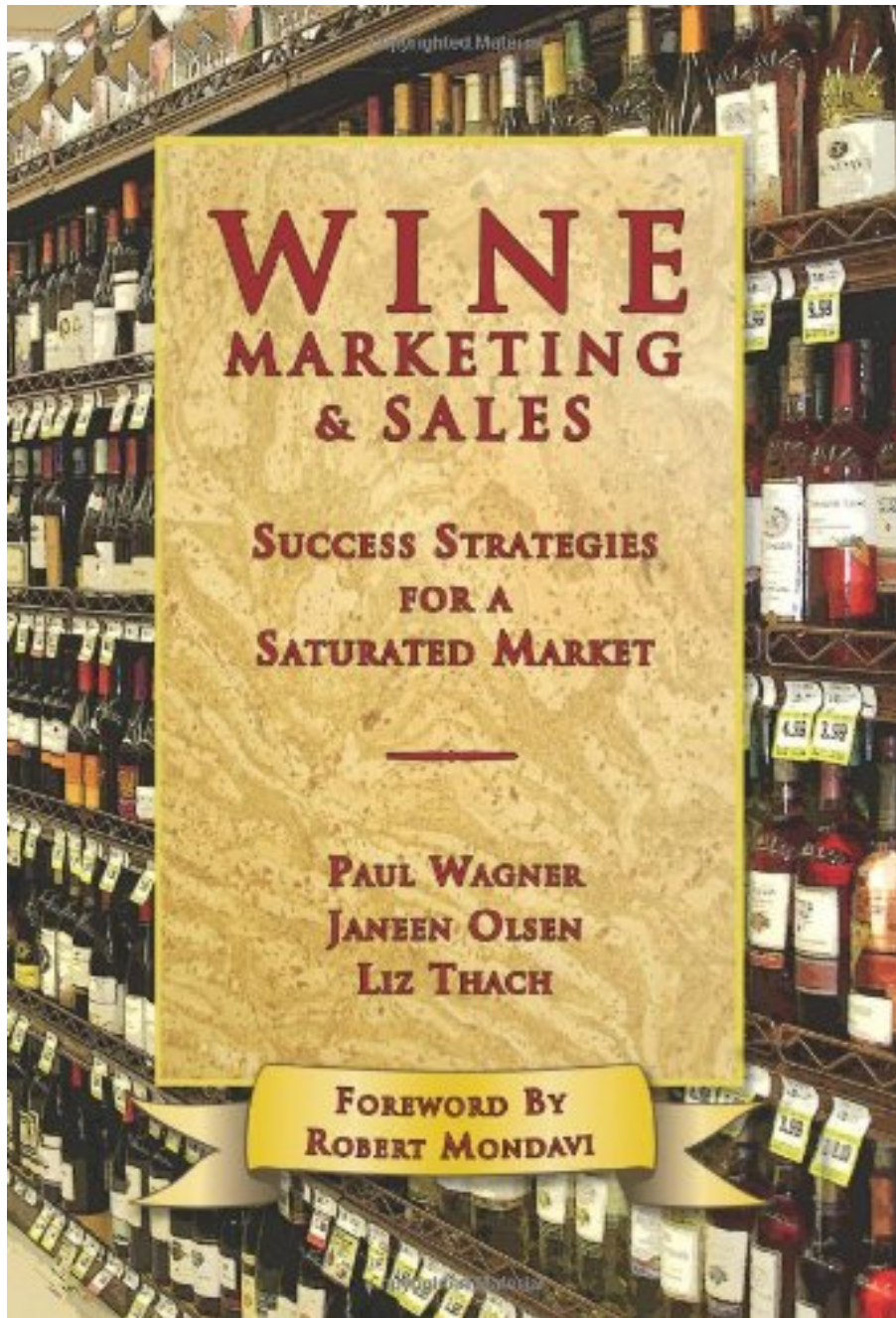


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2007 Gourmand Award winner for BEST INTERNATIONAL WINE BOOK FOR PROFESSIONALS, this comprehensive text provides an in-depth, hands-on approach to wine marketing and sales. Authored by leading wine marketing professors and Napa's most respected wine marketing and communication consultant, this new work covers the total range of the wine marketing profession, from the initial theoretical concepts to the detailed tactical steps for every marketing and sales application. Filled with useful tips and success stories gleaned from the global wine business, it's essential to a rounded college marketing curriculum, and necessary, and accessible, for winery owners and staff who lack formal marketing training. Serious wine enthusiasts, or anyone who has ever dreamed of owning a winery, will encounter information never before published; and for dispirited wine marketers everywhere who feel like they're herding alligators, this is a book that should give them plenty of ideas about how to navigate the wine-market swamp, and drive them to your brand.

- Sales Rank: #1751111 in Books
- Brand: Brand: Wine Appreciation Guild
- Published on: 2007-03-30
- Original language: English
- Number of items: 1
- Dimensions: 9.88" h x .82" w x 6.75" l,
- Binding: Hardcover
- 347 pages

Features

- Used Book in Good Condition

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