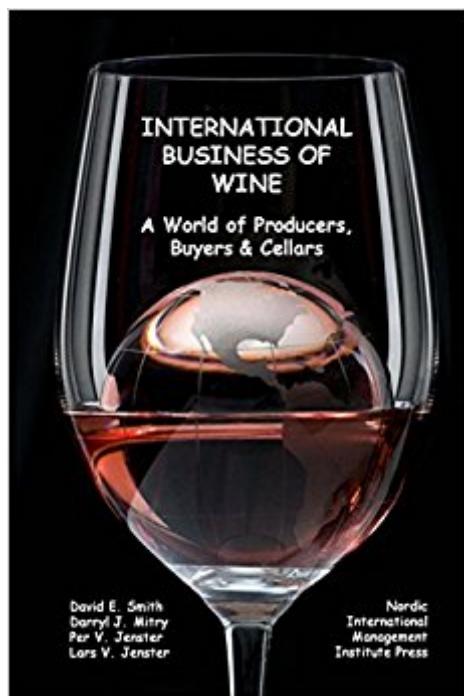


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# International Business Of Wine: A World Of Producers, Buyers & Cellars



## **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 "International Business of Wine" 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**

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## **Customer Reviews**

David E. Smith, MD is the founder and current President and Medical Director of Haight-Ashbury Free Clinics. He is also current Medical Director of the State of California Alcohol and Drug Programs as well as for the Collaborative Center for Substance Abuse Policy Research. Dr. Smith is a past president of the American Society of Addiction Medicine and Editor-in-Chief of Alcohol MD.com Richard B. Seymour, MA is Director of Haight-Ashbury Publications; Manager of Haight Ashbury Free Clinics Information and Training; Coordinator for the California Collaborative Center for Substance Abuse Policy Research; Managing Editor for the Journal of Psychoactive Drugs and

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