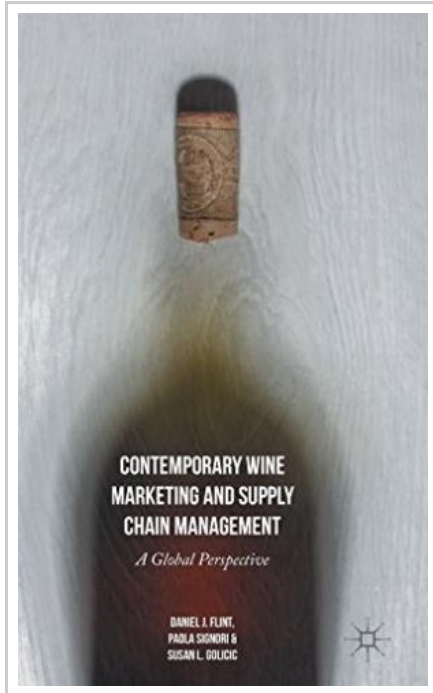




Contemporary Wine Marketing and Supply Chain Management: A Global Perspective

By Flint, Daniel J., Golcic, Susan L., Signori, Paola

Palgrave Macmillan. Book Condition: New. Drawing on over 200 interviews and visits with winery owners, executives and managers from over 100 companies in five countries, industry experts across marketing and supply chain management examine successful marketing frameworks as they apply to growers, wineries, distributors and retailers. Num Pages: 272 pages, 6 tables, 8 figures. BIC Classification: KJS; KNDF; TDCT2. Category: (P) Professional & Vocational. Dimension: 216 x 140 x 16. Weight in Grams: 454. . 2015. 1st ed. 2016. Hardcover. . . . Books ship from the US and Ireland.



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