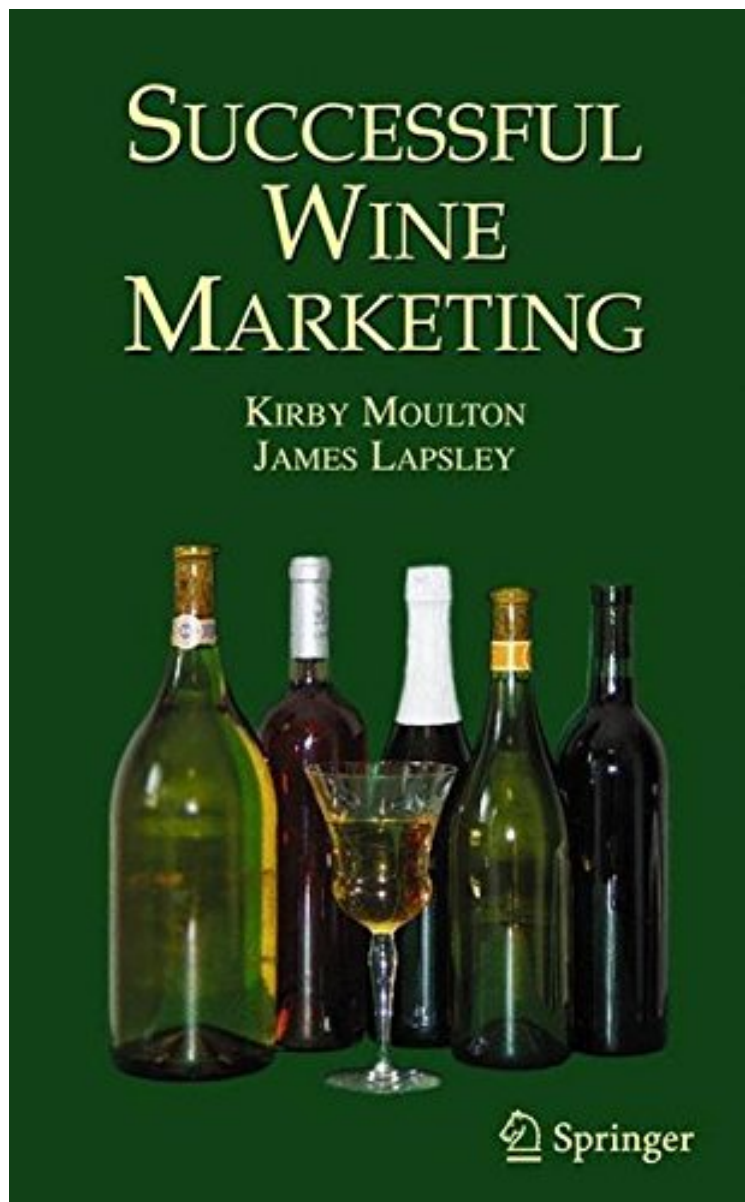


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## Successful Wine Marketing

*James Lapsley, Kirby Moulton*

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**James Lapsley, Kirby Moulton : Successful Wine Marketing** before purchasing it in order to gage whether or not it would be worth my time, and all praised Successful Wine Marketing:

4 of 5 people found the following review helpful. Though I have to admit to having read it out of curiosity, not need By Michael A. Duvernois This is textbook on wine marketing, based on the annual wine marketing summer course

at the University of California at Davis. It a mix of wine and business/marketing knowledge. I read it as someone who was curious about marketing wine, and someone who is generally wine interested, but am not in the business actively nor am I a marketing person. The book seemed well written, concise, and to the point. There are lots of examples, but this definitely looks and feels like a textbook rather than a popular business book. It's priced as a textbook as well, though inexpensive new copies are widely available. 15 of 20 people found the following review helpful. Outstanding resource for anyone in Wine marketingBy A CustomerAs a beginner in the wine business I found the examples in the book to be fantastic. The ideas and concepts used by very successful companies is of value to newcomers like myself and I am sure to old hands at the wine game. It has helped our business to no end. 5 of 32 people found the following review helpful. Successful Wine MarketingBy Johnny Yuthis book I guess is quite handy for people who wants to entry wine business. It covers a lot of marketing concepts and lots examples.

This book reflects the work of wine marketing experts as expressed in their presentations to the annual three-week Wine Marketing Short Course at the University of California, Davis. The course was initially organized in collaboration with the international wine management curriculum sponsored by the International Organization for Vines and Wines (OIV). We have been involved in this course since its inception a decade ago. This book is intended for students in wine marketing and management, enology, and viticulture who seek to broaden their understanding of the wine sector. It is also intended for those already working in wine marketshy; ing and management who seek new ideas and insights. Finally, this book should be of general interest to others involved directly or indirectly in the grape and wine sector. Each chapter was written from the oral presentations of the authors and reflects the spontaneity and informality of the classroom environment. The writing may lack the "gravitas" of academic material, but it accurately presents the thinking and conclusions of those who make a living by marshy; keting wine. There is some duplication that serves to emphasize important points, and there are several case studies explaining real-life experiences in the industry. Legal requirements and commercial practices cited by authors may differ between regions and among institutions familiar to readers. However, the underlying principles guiding marketing strategies can be applied in different situations, for example, where supermarket wine sales may be restricted or direct sales prohibited.

Awarded by the OIV, the key global wine and grape-growing society based in France, the prize in economic publications. -- Office International de la Vigne et du VinFrom the Publisher"Successful Wine Marketing" by Kirby Moulton and James Lapsley has just been awarded the prize in economic publications from Office International de la Vigne et du Vin. The OIV, an international organization based in France, is the key global wine and grape-growing society.