



Wine Marketing

C. Michael Hall, Richard Mitchell

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Whilst **Wine Marketing: a practical guide** also looks at theory and existing research, the main focus of this book is on the practicalities of wine marketing. Each chapter includes the following invaluable features:

- * 'How to' and 'how not to' case studies based on international examples
- * A guide to further reading and websites
- * 'Issues to consider when marketing' section as a means of self-evaluation

'Wine Marketing' systematically outlines the major issues involved in the production and marketing of wine. Its accessible and clear-sighted approach makes it an invaluable guide for everyone in the field.

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