

1. Record Nr.	UNINA9910254251203321
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Titolo	Contemporary Wine Marketing and Supply Chain Management : A Global Perspective / / by Daniel J. Flint, Susan L. Golicic, Paola Signori
Pubbl/distr/stampa	New York : , : Palgrave Macmillan US : , : Imprint : Palgrave Macmillan, , 2016
ISBN	9781137492432 1137492430
Edizione	[1st ed. 2016.]
Descrizione fisica	1 online resource (XIX, 245 p.)
Classificazione	BUS043020BUS0630000ANT051000
Disciplina	663/.200688
Soggetti	Management Marketing International business enterprises Sales management Strategic planning Leadership Business logistics International Business Sales and Distribution Business Strategy and Leadership Supply Chain Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Machine generated contents note: -- List of Tables -- List of Figures -- List of Images -- Acknowledgements -- Introduction -- 1. A Global Overview of Wine -- 2. Forms of Markets -- 3. Organizational Foundations -- 4. Relationships -- 5. Innovation and Experimentation -- 6. Sustainability -- 7. Brand Management Fundamentals -- 8. Supply Chain Design -- 9. Market Research -- 10. Contemporary Branding Tactics -- 11. Toward Communication 4.0 -- 12. Selling -- 13. Supply Chain Management -- 14. Performance Diagnosis -- 15. Conclusions and the Future of Wine Marketing and SCM.
Sommario/riassunto	Contemporary wine marketing practice is changing rapidly due to the

intensity of industry competition, the emergence of numerous media options, and the dynamics of market segments. As new wineries emerge onto the global stage, both they and the entrenched firms must remain well-informed and leverage the latest marketing and sales approaches in order to succeed. Contemporary Wine Marketing and Supply Chain Management intricately weaves academic knowledge, practical insights, and firsthand wisdom from wine executives around the world. Drawing on over 200 interviews and visits with winery owners, executives and managers in five countries, industry experts across marketing and supply chain management examine successful marketing frameworks as they apply to growers, wineries, distributors, and retailers. Combined with contemporary expertise in brand management, sales, research, social media, this book explores exciting and effective business practices and offers contemporary marketing ideas that will help wineries thrive.

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