

1. Record Nr.	UNINA9910254951503321
Titolo	Brewing, Beer and Pubs : A Global Perspective // edited by I. Cabras, D. Higgins, D. Preece
Pubbl/distr/stampa	London : , : Palgrave Macmillan UK : , : Imprint : Palgrave Macmillan, , 2016
ISBN	9781786846853 1786846853 9781137466181 1137466189
Edizione	[1st ed. 2016.]
Descrizione fisica	1 online resource (XIX, 326 p.)
Disciplina	338.4/766342
Soggetti	Small business Marketing International business enterprises International economic relations Entrepreneurship New business enterprises Industries Small Business International Business International Economics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Sommario/riassunto	The production of beer today occurs within a bifurcated industrial structure. There exists a small number of large, global conglomerates supplying huge volumes of a limited range of beers, and a plethora of small and medium breweries producing a diverse range of beers sold under unique brands. Brewing, Beer and Pubs addresses a range of contemporary issues and challenges in this key sector of the global economy, and includes contributions by research specialists from a

variety of countries and disciplines. This book includes the marketing and globalization of the brewing industry, beer excise duties and market concentration, and reflections upon developments in brewing and beer consumption across the world in order to explore the wide-reaching influence of this industry. Alongside these global topics more localised themes are presented such as market integration in the Chinese beer and wine markets, beer and brewing in Africa and South America, and turbulence and change in the UK public house industry, which demonstrate how the consumption of beer in pubs and other social environments make the beer industry integral to local communities and regions worldwide.

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