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Titolo	Digital Wine : How QR Codes Facilitate New Markets for Small Wine Industries // by Tara Brabazon, Mick Winter, Bryn Gandy
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Chapter 1: Introduction: Free, mobile and useful: the rise and rise of QR Codes -- Part One: QR Codes: Potential, possibilities and trajectories -- Chapter 2: QR Codes and the dialogue between analogue and digital -- Chapter 3: Form follows function: how to use QR Codes -- Part Two: From push to pull media -- Chapter 4: From social networking to geosocial networking -- Chapter 5: Disintermediation and reintermediation: from professional to amateur to professional? -- Chapter 6: Social networking: moving beyond space and time -- Part Three: Integrating wine media -- Chapter 7: QR Codes and wine media -- Chapter 8: Mark(et)ing the bottle: using QR codes to build new wine regions -- Part Four: New Zealand and the potential of QR Codes in regions and small nations -- Chapter 9: World Famous in New Zealand -- Chapter 10: 100% New Zealand -- Chapter 11: Creative Industries: A Pinot in one hand, a throttle in the other -- Chapter 12: Conclusion.

This book explores the way in which QR codes (Quick Response codes) can help the wine industry facilitate distribution and more effectively market and sell their product. It examines the interventions, invention and opportunities brought about by QR codes for the wine industry. It also investigates how QR codes can help enable regional development as well as information and knowledge about winemakers and regions. The book begins with an introduction to QR codes. It explains how to use them as well as shows how QR codes combine analogue and online promotion and information dissemination. Next, the book explores strategies and examples from the creative industries, small nation theory and emerging wine industries. It then goes on to examine how to integrate QR codes with wine media, including marketing the bottle and using QR codes to build new wine regions. The book concludes with a case study of how Aotearoa/New Zealand wine producers deploy QR codes. QR codes can store, and digitally present, a range of helpful data, including URL links, geo-coordinates and text, and can be scanned by smart phones, making them a useful marketing and business tool. Presenting detail research on how QR codes can enhance the relationship between producers and consumers as well as aid regional development in the wine industry, this book will be of interest to academics focusing on Wine Studies, small and medium sized enterprises (SMEs), and practitioners and researchers from the creative industries sector. In addition, while this book focuses on the wine industry, the information that it presents about QR codes is relevant and applicable for an array of industries that require a tether between analogue and digital, physical and virtual, especially food and primary production.
