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Nota di contenuto	Geographies of Beer -- Space and Control: Beer Shops in Downtown Yangon -- The Branding Geography of Surrey Craft Breweries -- The Rise, Fall and rise Again of Porter, The World's First Global Beer -- Poland: Polish Craft Beer Revolution (2011-2016) and the Brewing Landscape Evolution -- The Taste of Beers and the Physical Development of Brussels Between 1860 and 1914 -- Planting the Seed: Contagious Innovation Diffusion of Craft Breweries in Florida Tumunu, the Bush Beer Tradition of Aitu, Cook Islands -- Low gravity on the Rise: A Sociocultural Examination of No/Low-Alcohol, "Session", and "Near Beer" Across The Globe -- Microbrewers and Entrepreneurship in Mexico (WIP) Consumer Tastes and Preferences of Craft Beer in Mexico -- Craftbrewing and the Remapping of San Diego -- The Geographic Dispersion of Hops Production in the United States -- Italian Craft Beer and Their Local Identity -- Performance and Strategy of North American Small Cap Breweries -- The Political Economy of Craft Beer Festivals

Heat, Hops, Hallertau: Exploring Economic Implications of Climate Change for the Value Chain of the German Beer Sector -- How Economic Development and Globalization are Changing the Geography of Beer -- The Neighborhood Ingredients of American Beer Geographies -- Brewing in the EU: Exploring the Diversity of Tastes and Systems Across the European Beer Industries -- Take Me Out to the Beer Game: Craft Breweries and Minor League Baseball -- A Midwestern Geography of Local Craft Beer Markets by Firm Type -- State Policy and the Geography of American Small Brewers -- Patchwork Quilt: An Examination of Beer Policies in Georgia -- Geospatial Aspects of Beer Laws in the United States -- Northern Aggression and the Tightening of the Belt -- Looking into The Crystal Stein.

Sommario/riassunto

This book builds on the highly successful *Geography of Beer: Regions, Environment, and Society* (2014) and investigates the geography of beer from two expanded perspectives: culture and economics. The respective chapters provide case studies that illustrate various aspects of these themes. As the beer industry continues to reinvent itself and its economic and cultural geographies, this book showcases historical, current, and future trends at the local, regional, national, and international scales.
