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""Understanding Size-Related Strategies""""Wine of Luxury Image""; ""Strategy Built on a Multi-Beverage Portfolio""; ""Traditional Family-Owned Wine Businesses""; ""Innovation in Wine Marketing & Branding""; ""Avant-Garde Californian Winemaker""; ""New Player from Emerging Markets""; ""Summary""; ""Chapter 9 LEGISLATION AND POLITICAL ISSUES""; ""Chronology of the Fundamental Rules of the Legislation""; ""Recent Restructuring, 2000-2004""; ""Chapter 10 THE FUTURE OUTLOOK""; ""The Culture of Wine""; ""Consumption and Trends in Europe""; ""Wines Market Share""; ""Conclusions""
