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Sommario/riassunto	"Case Studies in the Wine Industry aims to close the gap between academic researchers and industry professionals through real world scenarios and field-based research. The book explores how consumer and sensory science has been implemented in the wine industry to achieve certain goals, including the rejuvenation of product image, the shaping of new market places, the achievement of market differentiation and geographical diffusion, the achievement of customer loyalty, and the promotion of traditional features of the product. There is an emerging demand from wine industry professionals and undergraduate and postgraduate students who attend business and agricultural studies courses who want to gain practical information through real cases and field-based research." --Amazon.com.