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Nota di contenuto	1. Why a Comprehensive History of the Italian Wine? -- 2. Institutional Innovation and Public Policies -- 3. Winemakers -- 4. Production, Trade, and Consumption -- 5. Italy Tasting: Wine, Tourism, and Landscape.
Sommario/riassunto	This book analyzes the evolution of Italian viticulture and winemaking from the 1860s to the new Millennium. During this period the Italian wine sector experienced a profound modernization, renovating itself and adapting its products to international trends, progressively building the current excellent reputation of Italian wine in the world market. Using unpublished sources and a vast bibliography, authors

highlight the main factors favoring this evolution: public institutional support to viticulture; the birth and the growth of Italian wine entrepreneurship; the improvement in quality of the winemaking processes; the increasing relevance of viticulture and winemaking in Italian agricultural production and export; and the emergence of wine as a cultural product.
