

1. Record Nr.	UNINA9910785408903321
Titolo	The business of wine [[electronic resource]] : a global perspective // Per V. Jenster ... [et al.]
Pubbl/distr/stampa	[Copenhagen], : Copenhagen Business School Press, 2008
ISBN	87-630-9954-3
Edizione	[1st ed.]
Descrizione fisica	1 online resource (198 p.)
Altri autori (Persone)	JensterPer V
Disciplina	338.4/76632
Soggetti	Wine industry Wine - Marketing Wine and wine making Viticulture
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	<p>""THE BUSINESS OF WINE""; ""Table of Contents""; ""Preface""; ""Chapter 1 MARKET OVERVIEW""; ""Specific Types of Wine""; ""Changes""; ""Vineyard to Shelf""; ""Chapter 2 VINEYARDS OF THE WORLD""; ""Europe""; ""Vine-Growing Areas of the EU""; ""The Three Major EU Producers: Spain, Italy and France""; ""Elsewhere in Europe""; ""The Vineyards of Africa""; ""China's Planting Material""; ""The Americas""; ""Chapter 3 CONSUMER BEHAVIOR""; ""France: A Major Producer-Consumer of Wine""; ""Regular and Occasional Wine-Drinkers""; ""Class, Gender, Income Bracket, and Occupation""; ""Public Opinion""</p> <p>""Wine as a Beverage versus Wine for Pleasure""""The UK One of the most highly Targeted Markets""; ""Taxation""; ""Chapter 4 PRODUCT CATEGORIES""; ""Still wine""; ""France""; ""Italy""; ""Market Shares""; ""Grape-Must""; ""Chapter 5 PRODUCTION""; ""Overview of the Process of Making Wine""; ""Fermentation""; ""Sediments""; ""The Equipment of the Modern Winery""; ""Chapter 6 HISTORY AND DEVELOPMENT OF THE DISTRIBUTION SYSTEM""; ""Evolution of Distribution""; ""Italy""; ""Germany""; ""Summary""; ""Chapter 7 THE MARKETING OF WINE""; ""The Essence of Wine Marketing""</p> <p>""Consumer Risk Reduction Strategies and How Marketers can Exploit the Perceptions""""Global Trends in Marketing""; ""Marketing Trends in Major Wine Markets""; ""The Upsurge of Discounters""; ""Packaging"";</p>

""Branding and Supply Chain Management in France""; ""Branding in Western Europe and the United States""; ""Reassurance and Guarantees""; ""The Internationals""; ""Private Label Marketing based on the UK Model""; ""Direct Marketing""; ""E-Business""; ""Chapter 8 COMPANIES AND HOW THEY COMPETE""; ""The Development of Strategies: Active and Reactive""; ""Super-Premium and Premium Wines""
""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""
