

1. Record Nr.	UNINA9910786504603321
Titolo	Whisky : technology, production and marketing // edited by Inge Russell, Graham Stewart
Pubbl/distr/stampa	Oxford, England ; ; Amsterdam, Netherlands : , : Elsevier, , 2014 ©2014
ISBN	0-12-404603-7
Edizione	[Second edition.]
Descrizione fisica	1 online resource (xxv, 417 pages) : illustrations
Collana	Handbook of alcoholic beverages
Disciplina	663/.5
Soggetti	Whiskey Whiskey industry
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Previous edition: 2003
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	Chapter 1 - An introduction to whisk(e)y and the development of Scotch whisky; Chapter 2 - Irish whiskey; Chapter 3 - Japanese whisky; Chapter 4 - Indian whiskies; Chapter 5 - North American whiskies: a story of evolution, experience, and an ongoing entrepreneurial spirit; Chapter 6 - Scotch whisky: raw material selection and processing; Chapter 7 - Distilling yeast and fermentation; Chapter 8 - Contamination: bacteria and wild yeasts in a whisky fermentation; Chapter 9 - Batch distillation; Chapter 10 - Grain whisky distillation; Chapter 11 - Maturation; Chapter 12 - Blending; Chapter 13 - Sensory analysis; Chapter 14 - Whisky analysis; Chapter 15 - Co-products; Chapter 16 - Water: an essential raw material for whisk(e)y production; Chapter 17 - Designing for cleanliness in the distillery; Chapter 18 - Whisky global packaging developments; Chapter 19 - Marketing Scotch whisky in the 21st century and previously; Chapter 20 - Marketing Scotch whisky; Appendix; Index.
Sommario/riassunto	Whisky: Technology, Production and Marketing explains in technical terms the science and technology of producing whisky, combined with information from industry experts on successfully marketing the product. World experts in Scotch whisky provide detailed insight into whisky production, from the processing of raw materials to the fermentation, distillation, maturation, blending, production of co-

products, and quality testing, as well as important information on the methodology used for packaging and marketing whisky in the twenty-first century. No other book covers the entire whisky process from raw material to delivery to market in such a comprehensive manner and with such a high level of technical detail. Only available work to cover the entire whisky process from raw material to delivery to the market in such a comprehensive manner; Includes a chapter on marketing and selling whisky; Foreword written by Alan Rutherford, former Chairman and Managing Director of United Malt and Grain Distillers Ltd.

2. Record Nr.	UNINA9910793583703321
Autore	Mitchell Harold
Titolo	Living large : the world of Harold Mitchell
Pubbl/distr/stampa	Carlton, Victoria : , : Melbourne University Press, , 2009
ISBN	0-522-85943-7
Descrizione fisica	1 online resource (ix, 294 pages) : illustrations
Disciplina	302.230994
Soggetti	Mass media - Australia Businessmen - Australia
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover -- Title -- Dedication -- Contents -- Acknowledgements -- Prologue -- Part I -- 1 Growing up amid the sawmills -- 2 Getting started -- 3 Going it alone -- 4 The business of business -- 5 Eat drink man woman: The struggle to leave behind cigarettes, alcohol and fatty food, save a marriage and maybe a life -- Part II -- 6 The big fella -- 7 How to lose everything-and get it back -- 8 How to deal with Jeff Kennett and come away without too many bruises -- 9 How to survive the dot-com bust -- 10 The Murdochs -- 11 How to survive a media feud -- Part III -- 12 How to give away 10 million -- 13 Stage left: Life in the arts 14 Bugs and the Blues 15 How to do an epic lunch -- 16 Lighting up a room: Getting to know Xanana and Kirsty Sword Gusmao -- 17 People I've met -- Part IV -- 18 The media: Where it's come from and where it's going -- 19 A toolkit for young entrepreneurs -- 20 The

greatest juggle of all: Work/life balance -- 21 How to walk away gracefully: Succession -- 22 Love and marriage -- Epilogue -- Tributes -- Index -- Copyright.

Sommario/riassunto

When Harold was sixteen, he secured a job at a Melbourne advertising agency just by virtue of having travelled the furthest for the interview. Living Large traces Mitchell's journey as media buyer inside several agencies to his brave decision to start in 1976 his own media-buying operation, a radical and, to the established agencies, highly unpopular move. Mitchell went on to become Australia's biggest media buyer. His business journey led to close friendships with the two Kerrys, Packer and Stokes, and a long relationship with the Packer family. His passion for the arts saw him experience so.
