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Nota di contenuto	Contents; Part I. BUYER BEWARE!; Chapter 1. The Wine Buyer's Biggest Mistake; Chapter 2. Anatomy of a Complicated Relationship; Chapter 3. Wine Drinker, Know Thyself!; Part II. GET A CLUE! SEARCHING FOR BURIED TREASURES; Chapter 4. Dump Bucket Wines; Chapter 5. Treasure Island Wines; Chapter 6. Sometimes the Best Wine Is a Beer (or a Cider!); Chapter 7. Bulk Up: Big-Bag, Big-Box Wines; Part III. A ROSE IS A ROSE? MONEY, TASTE, AND IDENTITY; Chapter 8. More Than Just a Label: Wine's Identity Crisis?; Chapter 9. Wine Snobs, Cheese Bores, and the Paradox of Globalization Chapter 10. Anything but ChampagnePart IV. WHAT MONEY CAN (AND CAN'T) BUY; Chapter 11. Restaurant Wars; Chapter 12. Follow the Money; Chapter 13. Invisible Cities, Imaginary Wines; Chapter 14. Groot Expectations; Notes; Acknowledgments; Selected Bibliography; Index; About the Author
Sommario/riassunto	As wine economist Mike Veseth peels away layer after layer of the money-taste-wine relationship he discovers the wine buyer's biggest mistake and learns how to avoid it, enlists in the "restaurant wars" and toasts anything but Champagne. His engaging and enlightening book will surprise, inform, inspire, and delight wine lovers everywhere.