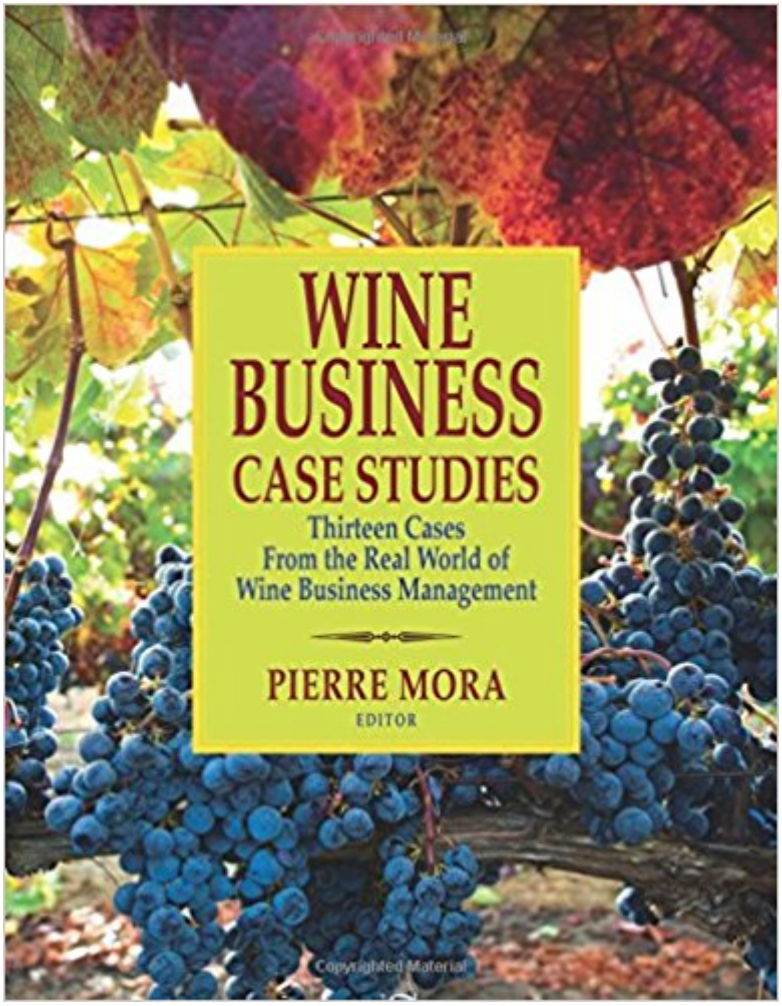
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Wine Business Case Studies: Thirteen Cases From The Real World Of Wine Business Management



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Synopsis

Published in association with the Bordeaux College of Business, this groundbreaking book applies business pedagogy s powerful learning tool to the unique challenges of wine business management. Within are thirteen cases drawn from the examples of real business success and calamity by an international group of respected wine business scholars.

Book Information

Paperback: 300 pages

Publisher: Board and Bench Publishing (January 1, 2014)

Language: English

ISBN-10: 1935879715

ISBN-13: 978-1935879718

Product Dimensions: 8.5 x 0.5 x 11 inches

Shipping Weight: 1.4 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 1 customer review

Best Sellers Rank: #197,717 in Books (See Top 100 in Books) #195 inÃ Â Books > Cookbooks, Food & Wine > Beverages & Wine > Wine & Spirits > Wine #463 inÃ Â Books > Science & Math > Agricultural Sciences > Food Science #1636 inÃ Â Books > Business & Money > Marketing & Sales > Marketing

Customer Reviews

Editor Pierre Mora is a marketing professor at KEDGE Business School in France. He is the director of marketing courses at the CollegeÃ¢â ¬â„¢s wine and spirits MBA department, a fully accredited MBA program dedicated to the wine and spirits industries, and the head of marketing at the Master Vins et Spiritueux. He is the author of many books on wine business, case studies and formulator of The French Paradox, a wine business game and winner of the European Academic Software Awards.

Amazing book!! There are lots of different and useful case studies for students and managers. Studying how people solve problems in their winery could help us to do well and to not make the same mistakes.

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