



Wine Marketing & Sales, 2nd Edition

Paul Wagner, Janeen Olsen, Liz Thach

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How can a small winery possibly compete with the marketing ware chests of massive wine companies? How can it hope to capture the over-stimulated mindshare of the modern consumer? By being strategic. Many have succeeded at it. And by being educated so can the owner of even the newest and smallest startup.

This completely revised and updated edition to the bestselling book puts the vast bank of wine marketing knowledge within reach of industry novices, and fresh, practical and powerful strategies into the hands of veteran brand managers and marketing professionals, with 100 pages of new and expanded material in such topics as importing and exporting, logistical management, marketing your tasting room and wine region as a prime tourist destination, how to generate greater retail sales, and how to grab the benefits, while avoiding the dangers, of Wine 2.0, social networking and viral marketing.

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