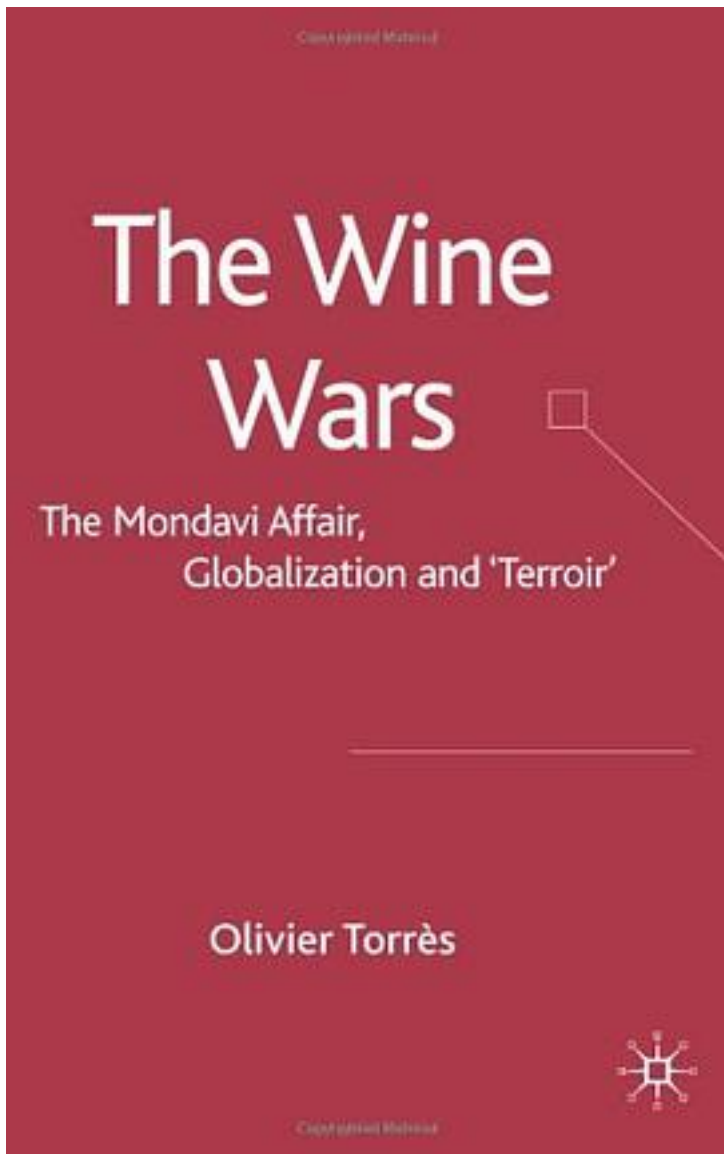


# The Wine Wars



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The Wine Wars describes Californian-based wine producer Robert Mondavi's failure to set up business in a small, world-renowned wine-producing village in the south of France. The business venture was bought to an abrupt halt by an anti-globalization rebellion composed of ecologists, communists, neo-rurals and wild boar hunters. The 'Mondavi affair' illustrates the importance of culture, history, geography and economic and political systems in conditioning our spirit of enterprise and the way in which we do business.

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目录:

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