

How to Launch your Wine Career

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How to Launch Your **WINE CAREER**

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The wine industry is not being served to job applicants at 'room temperature'.
Wine-related businesses are creating job prospects every day and in a variety of skill

applications - from agricultural work to marketing. Get your foot in the door now and watch your career grow with the help of two of wine's most respected professionals and scores of personal success stories from industry icons like winemaker Heidi Barrett and wine writer James Laube of the Wine Spectator. "How to Launch Your Wine Career" builds your career from the ground up, explaining job descriptions, educational and skill requirements needed for the 'career ladder', including how to get started, and job hunting strategies. Each chapter ends with a helpful resource guide of available conferences, books, and websites. The appendix provides a detailed 'Action Plan Worksheet' to help the prospective applicant plan, plot, progress, and nail that wine industry dream job.

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