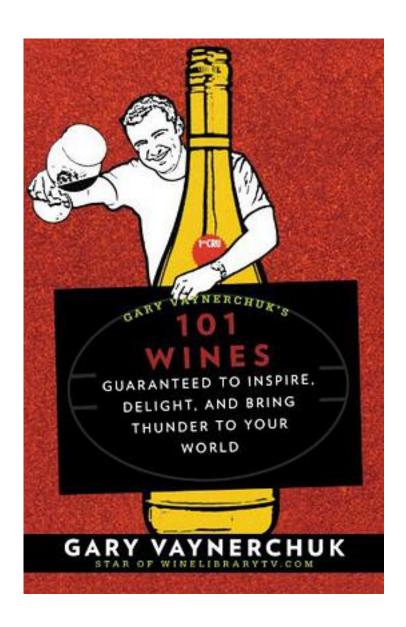
Gary Vaynerchuk's 101 Wines



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出版者:Rodale Books

出版时间:2008-5-13

装帧:Paperback

isbn:9781594868825

Deeming himself 'the wine guy for the average Joe,' Vaynerchuk avoids the pomposity of traditional educators. Unlike wine guides that lack animation and lecture rather than inspire, "101 Wines" shows you how to develop the necessary go-drink-wine attitude. Vaynerchuk encourages you to trust your own palate - stressing that your love of a certain wine makes it good regardless of what the experts or the price on the bottle say. Vaynerchuk's recommendations span a wide range of prices, nations, grapes, and styles - allowing everyone from novices to connoisseurs to expand their wine horizons. With your newfound knowledge, you will out-entertain and enlighten your friends, host extraordinary parties and treat your taste buds to an exhilarating ride. So if you are ready to become a 'Vayniac' - one devoted to selecting wines based on Vaynerchuk's innovative principles - grab that corkscrew because a wine sampling adventure like no other awaits.

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