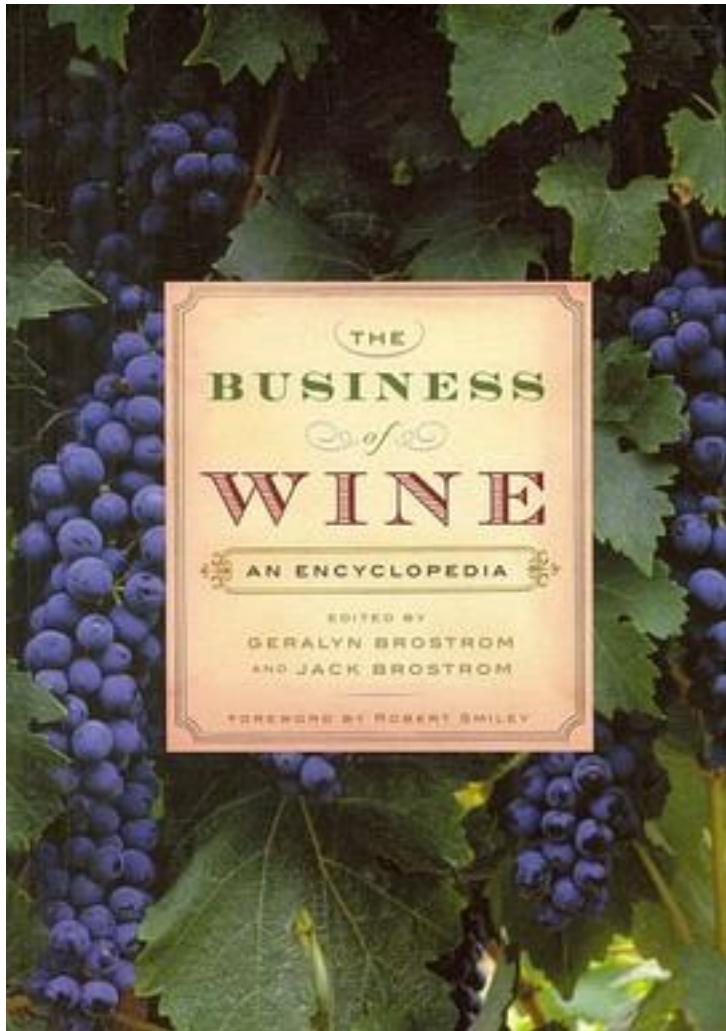


The Business of Wine



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This is an excellent resource about wine for everyone from the curious consumer to the

industry professional. Wine has been a beverage staple since ancient times, especially in Europe, and today's global wine business is thriving. More people are becoming interested in learning about wine, and they are taking winery tours and attending wine tastings. "The Business of Wine" is a necessary part of wine education for everyone from the curious consumer to the oenophile or business student and industry professional. It appeals to even the casual browser who wants to be more informed about wine terminology such as terroir and varietal labelling or what constitutes a Pinot Grigio or a Cabernet Sauvignon. More than 150 essay entries illuminate the regions, grapes, history, wine styles, business elements, events, people, companies, issues, and more that are crucial to the wine industry. Although in its simplest form the wine business has consisted of a local producer and consumer, the modern wine industry is usually a complex network of interrelated businesses that collectively serve to produce wine and get it into the hands of consumers all over the world. This A-Z encyclopedia shows how production, distribution and sales segments work together to bring wine to the public and describes the trade in wine and its related subsidiary elements. Written by a host of wine professionals, this is the most up-to-date source to understand what goes into enjoyment of a glass of wine. An appendix with industry data, sidebars, and a selected bibliography provide further added value.

作者介绍:

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