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ORGANIC WINE: A MARKETER S GUIDE (PAPERBACK)



Wine Appreciation Guild, United States, 2016. Paperback Condition: New. Language: English . Brand New Book. Organic Wine describes the major promotional, marketing, and business challenges facing organics through an exhaustive examination of the European and American markets. Author Beatrice Cointreau identifies a multitude of regulatory, commercial, and practical paradoxes bedeviling producers ability to craft a complete and coherent consumer message, from labelling and advertising to public relations. Building on detailed case studies, she presents an analysis of global production and market..

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- Authored by Béatrice Cointreau
- Released at 2016



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