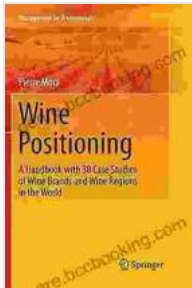


# Handbook with 30 Case Studies of Wine Brands and Wine Regions in the World



## Wine Positioning: A Handbook with 30 Case Studies of Wine Brands and Wine Regions in the World (Management for Professionals) by Pierre Mora

★★★★☆ 4 out of 5

Language : English  
File size : 4814 KB  
Text-to-Speech : Enabled  
Screen Reader : Supported  
Enhanced typesetting : Enabled  
Word Wise : Enabled  
Print length : 318 pages



This handbook provides 30 case studies of successful wine brands and wine regions from around the world. It is an essential resource for anyone looking to learn more about the wine industry.

The case studies cover a wide range of topics, including:

- The history and development of the wine brand or region
- The marketing and sales strategies used by the wine brand or region
- The challenges and opportunities faced by the wine brand or region
- The lessons learned from the success of the wine brand or region

The case studies are written by experts in the wine industry, and they provide a wealth of insights and information.

## **Case Studies**

The case studies in this handbook are divided into three sections:

- **Wine Brands**
- **Wine Regions**
- **Wine Marketing and Sales**

The **\*\*Wine Brands\*\*** section includes case studies of some of the most successful wine brands in the world, such as:

- Château Lafite Rothschild
- Opus One
- Penfolds Grange
- Vega Sicilia
- Domaine de la Romanée-Conti

The **\*\*Wine Regions\*\*** section includes case studies of some of the most famous wine regions in the world, such as:

- Bordeaux
- Burgundy
- Champagne
- Napa Valley

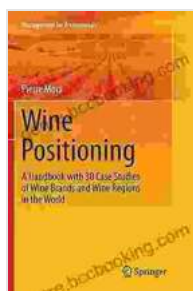
- Rioja

The **\*\*Wine Marketing and Sales\*\*** section includes case studies of some of the most successful wine marketing and sales campaigns in the world.

This handbook is an essential resource for anyone looking to learn more about the wine industry. The case studies provide a wealth of insights and information, and they can help you to develop your own successful wine brand or wine region.

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