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**Wine Positioning | SpringerLink** In light of globalization, it introduces state-of-the-art wine positioning techniques, with an emphasis on the identity, segmentation and positioning of wine appellations and wine brands. [Read or Download] Wine Positioning: A Handbook with 30 Case Studies of Wine Brands and Wine Regions in the World (Management for Professionals) Full Books [ePub/PDF/Audible/Kindle] In its analysis of wine appellation models, the book examines local parameters like geology, history and wine growing ...

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