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### Pierre Mora Wine Positioning A Handbook with 30 Gase ...

This book introduces readers to the concept and implementation of positioning techniques in the context of the wine industry. Featuring 30 case studies on brands and wine regions around the world - all based on the same principles - it presents a successful, cutting-edge strategy for the marketing of wine.

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Wine Positioning. January 2016; DOI: 10.1007/978-3-319-24481-5. Authors: Pierre Mora. Request full-text PDF. To read the full-text of this research, you can request a copy directly from the author.

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### The Food and Beverage Market Entry Handbook: Vietnam

This study examines Spanish DO wine consumer behavior by the use of a choice experiment technique. A main-effects model as well as an interaction-effects model is estimated based on four attributes: designation of origin, price, wine aging, and grape variety.

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