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# Contemporary Wine Marketing and Supply Chain Management: A Global Perspective

*Daniel J. Flint, Susan L. Golicic, Paola Signori*  
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**Daniel J. Flint, Susan L. Golicic, Paola Signori : Contemporary Wine Marketing and Supply Chain Management: A Global Perspective** before purchasing it in order to gage whether or not it would be worth my time, and all praised Contemporary Wine Marketing and Supply Chain Management: A Global Perspective:

Contemporary wine marketing practice is changing rapidly due to the intensity of industry competition, the emergence of numerous media options, and the dynamics of market segments. As new wineries emerge onto the global stage, both they and the entrenched firms must remain well-informed and leverage the latest marketing and sales approaches in order to succeed. Contemporary Wine Marketing and Supply Chain Management intricately weaves academic knowledge, practical insights, and firsthand wisdom from wine executives around the world. Drawing on over 200 interviews and visits with winery owners, executives and managers in five countries, industry experts across marketing and supply chain management examine successful marketing frameworks as they apply to growers, wineries, distributors, and retailers. Combined with contemporary expertise in brand management, sales, research, social media, this book explores exciting and effective business practices and offers contemporary marketing ideas that will help wineries thrive.

"This is a deep and long international research project with wineries and winemakers. Mother Nature linked all of us to try our utmost to produce every year the best wine possible. This book will let you enter into our terroir and discover why." Ludovic Fradin, Commercial Director, Chateau Smith Haut Lafitte, Grand Cru Classee; de Graves, France

"The writers of Contemporary Wine Marketing and Supply Chain Management, Professors Dan Flint, Paola Signori, and Susan Golicic, bring all of their passion for wine and marketing business into this research. It is a guide to how marketing and supply chain management works in wineries worldwide. A must-have in every future-oriented winery and is personal for me as it extends my horizon toward even more global thinking." Christine Houml;hne, Manager Sales, Export, Viticulture, Schloss Vollrads, Germany

"This book, Contemporary Wine Marketing and Supply Chain Management, provides a fresh look at the marketing of wine. Each chapter is prefaced with a vignette about a specific winery related to the chapter topic. The unique approach of writing these vignettes in the first person provides a more informal style to what is quite a detailed and useful book. The addition of a strong focus on route to market (supply chain management) is a unique and beneficial supplement to the existing wine marketing books on the market." Larry Lockshin, Professor of Wine Marketing and Head of the School of Marketing, University of South Australia

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