



The International Wine Trade, Second Edition (International Trade Series)

Pierre Spahni

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This is the second edition of the definitive analysis of the international wine trade. This new edition focuses on individual trade flows across the major importing and exporting countries, examines the increasing role of food retailers in wine selling and looks for the future trends which will shape the industry in the new millennium. The book begins by examining technical factors in the wine trade giving rise to differences in pricing and considers how wines' characteristics help to position the final products. It shows how trends in consumption are changing in different ways in the traditional and Anglo-Saxon markets and explains the effects of developments in international trade such as the role of trade barriers. The heart of the book profiles the ten major wine importing countries and considers:

- Trends in the consumption of alcoholic drinks
- Wine market and import patterns
- The configuration of import and distribution channels
- Each country's trade policy with detailed comparisons between them

The book then goes on to consider the wine trade from the exporters point of view and describes:

- The challenge posed by New World producers to those based in Western Europe
- The influence of the previously planned economies of the former Soviet bloc
- The role of the EU and the likely effect of further European integration
- The influence of tariff schedules and the GATT negotiations

This edition will be essential reading for all wine trade professionals including: wine producers, importers and exporters, negociants, co-operatives and regional economic development agencies, and wine merchants and retailers.

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Lisa Bates:

A lot of people always spent all their free time to vacation or even go to the outside with them family or their friend. Did you know? Many a lot of people spent that they free time just watching TV, or maybe playing video games all day long. If you want to try to find a new activity that is look different you can read a book. It is really fun for you personally. If you enjoy the book that you just read you can spent all day long to reading a reserve. The book The International Wine Trade, Second Edition (International Trade Series) it is quite good to read. There are a lot of individuals who recommended this book. These folks were enjoying reading this book. In case you did not have enough space to create this book you can buy often the e-book. You can m0ore easily to read this book through your smart phone. The price is not too costly but this book has high quality.

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Playing with family in a very park, coming to see the marine world or hanging out with pals is thing that usually you could have done when you have spare time, subsequently why you don't try thing that really opposite from that. One activity that make you not experience tired but still relaxing, trilling like on roller coaster you have been ride on and with addition details. Even you love The International Wine Trade, Second Edition (International Trade Series), you may enjoy both. It is great combination right, you still want to miss it? What kind of hangout type is it? Oh can happen its mind hangout fellas. What? Still don't have it, oh come on its named reading friends.

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Many people spending their time frame by playing outside together with friends, fun activity along with family or just watching TV the whole day. You can have new activity to invest your whole day by looking at a book. Ugh, you think reading a book really can hard because you have to use the book everywhere? It all right you can have the e-book, bringing everywhere you want in your Cell phone. Like The International Wine Trade, Second Edition (International Trade Series) which is having the e-book version. So , try out this book? Let's observe.

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