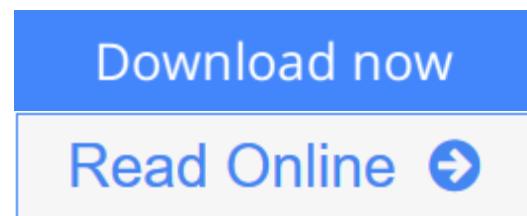


The Business of Champagne: A Delicate Balance (Routledge Studies of Gastronomy, Food and Drink)

From Brand: Routledge



The Business of Champagne: A Delicate Balance (Routledge Studies of Gastronomy, Food and Drink) From Brand: Routledge

The world of champagne offers a fascinating insight into the complexity of modern business management and marketing. Champagne is at the same time a wine, a luxury product and a regional brand – it is tied to the place from which it comes, and can be made nowhere else. It therefore highlights a range of characteristics which make it interesting to the modern business world.

This is the first book to offer a complete overview of the way in which champagne as a product is organized, managed and marketed and what its future prospects are. The book covers the entire range of issues surrounding the management of the champagne industry by reviewing the current context of champagne (structural, economic and legal), the role of 'place' (identity and terroir and tourism), marketing the 'myth' of champagne (image and competitive advantage) and the management of the industry (accountability, people and the territorial brand). The book brings together leading academics and examines the champagne region from multidisciplinary perspectives.

Examining the champagne region provides insight into a range of management, production-management, branding and consumer-related issues and will be of interest to students, researchers and academics interested in Gastronomy, Wine Studies, Tourism, Hospitality, Marketing and Business.

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Editorial Review

About the Author

Steve Charters is Chair of Champagne Management and Director of the Reims Research Centre for Wine-Place-Value, France, as well as being a Master of Wine.

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This book untitled The Business of Champagne: A Delicate Balance (Routledge Studies of Gastronomy, Food and Drink) to be one of several books which best seller in this year, that is because when you read this publication you can get a lot of benefit on it. You will easily to buy this particular book in the book retail store or you can order it by using online. The publisher on this book sells the e-book too. It makes you easier to read this book, since you can read this book in your Touch screen phone. So there is no reason to your account to past this guide from your list.

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