

Evelyn Resnick, *Wine Brands. Success Strategies for new markets, new consumers and new trends*, Palgrave Macmillan, New-York, 2008, 183 p.

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Territoires du vin

1 | 2009

Pour une redéfinition des terroirs

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- 1 The subject of wine marketing is widely treated by practitioners and marketing experts in many countries. But we are now entering a new era for marketers: peers trust peers. Top-down messaging is losing ground, while bottom-up buzz is gaining power. How can marketers and academics respond to this challenge in the wine industry? Every few months new technologies, new devices, and new practices require analysis, creative processes, and adaptation. E-marketing is a global strategy allowing the industry to reach niche markets. For the first time in history we are able to measure the consumption patterns of an entire market and adjust quickly to their behaviours. We are now leaving the Information Age and entering the Recommendation Age through opinion leaders and various trenders. This practical new book is written by a leading wine industry expert, in an easy and accessible style. Illustrated with many case studies from around the world, this book is an invaluable guide to anyone working in, or interested in the wine industry.