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

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 best time to position shoots is one to two weeks' post-bloom, when most shoots can be positioned without breakage and before their tendrils have secured the shoots to wires or other supports. On low-cordon bilateral systems, it is easier to do if the foliage catch wires are not in fixed positions but are movable and placed below the cordon level after winter pruning.

### The Grape Grower's Handbook: Vineyard Canopy Management

I. THE FOOD AND BEVERAGE MARKET ENTRY HANDBOOK: VIETNAM . This Handbook is intended to act as a reference for those agri-food producers planning for, or in the process of entering, the Vietnamese market. This Handbook provides step-by-step guides on the operationalization of the market in Vietnam, including relevant

### 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.