

How To Get U.S. Market-Ready: Wine and Spirits

by Steve Raye (Author), Enrico Avesani (Illustrator), Federico Berti (Editor),
Stevie Kim (Foreword)

“Steve’s counsel has been a wonderful asset for Musella in the U.S, both as an importer and marketer. I recommend that every export brand with plans for the U.S. read his book and learn from the wealth of his practical advice.” – Maddalena Pasqua di Bisceglie, doyenne of Musella Winery, Famiglie dell’Amarone d’Arte

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“As an exhaustive guide for entering the U.S. Wine market, international wine producers who aren’t reading this book can start looking for another career.” – Dr. Damien Wilson, Hamel Chair of Wine Business, Sonoma State University

Dettagli tecnici

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L'autore

Steve Raye è il Presidente di Bevo-logy, Inc., azienda specializzata nel fornire supporto a marchi vinicoli che desiderano esportare negli Stati Uniti. Steve è anche Managing Partner di Bevo-logy Imports LLC, una compagnia di importazioni di nicchia. Steve ha più di 20 anni di esperienza nel settore del vino.

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 0458103932

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 libri@positivepress.net

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