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A Strategic Event Management Study of
California Wineries. By James A.

Downing, PhD and MGMT 454

researchers, California State University -

Chico. We all love a good party,

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Wine businesses are well aware of the

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program provides a unique focus on the

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Presenting applied research in wine tourism from Europe, North America, South Africa, Australia and New Zealand, this book reviews the latest management and marketing strategies. It highlights the lessons learnt for wine and tourism industries and concludes by

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examining the future of the wine tourism
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Global wine tourism : research, management and marketing ...

Cornell Horticultural Business
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wine tastings, educational events,
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other local attractions, etc.— 80 % of the
wineries in NC have a tasting room

A Wine Marketing Plan That Supports Cash Flow

The book analyses wine destination
management and marketing issues from
the perspectives of the various
stakeholders of wine destinations (e.g.
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